

# LEATHER *and* SHOES

*The International Shoe and Leather Weekly*

MAY 17, 1952



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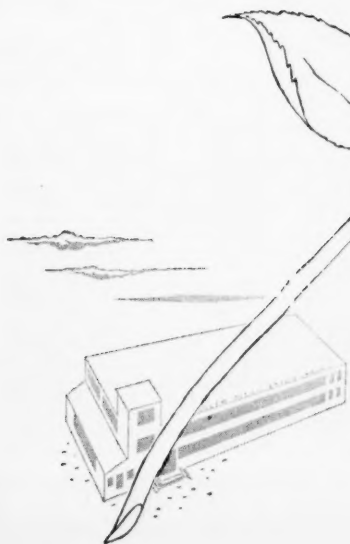
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# LEATHER and SHOES

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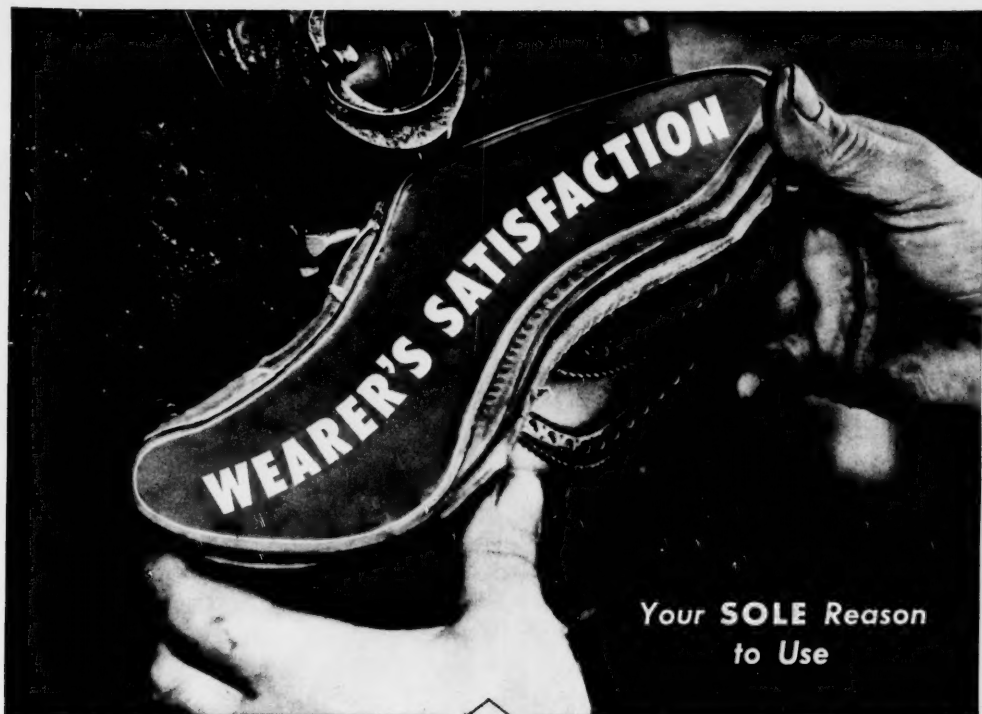
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# NEXT ON THE PROGRAM: LEATHER RESEARCH

*With promotion program organized, now enlarged research*

THE tanners have taken one of the major steps in their determined all-out effort to recapture some of their dwindling markets. The industry's leather promotion program comprises this step. Also, the fact that rawstock and leather prices have come time considerably to a level where they are strongly competitive, has been a potent force in leather's favor.

But a second major step, not yet taken, stands as a challenge: a greatly expanded research program. It is almost an industrial axiom that an industry's future is in ratio to its current expenditures on research. Using that as a measure, the tanning industry's future needs substantially more strengthening.

This can be illustrated by the cold, impartial figures. For example, the chemical industry, one of the fastest growing industries in the world, spends about 2.5 percent of each gross sales dollar on research. The tanning industry, by contrast, spends a small fraction of one percent on research—that is, on programs dedicated strictly to research or investigative work.

Now, if the tanning industry were to invest this same 2.5 percent as expended by the chemical and other modern industries on research, its annual outlay of research funds should amount to about \$25,000,000. This is certainly far beyond what it is spending now. Yet it is not in any sense, this \$25,000,000, an exorbitant sum, but merely what should be spent normally by any industry of comparable size and importance that has faith in its own future.

An interesting comparison is the bituminous coal industry. In 1920, this product comprised 72 percent of the heating fuel market. Today it is down to about 45 percent. Obviously the loss was due to the inroads made by oil and gas. About 13 years ago the bituminous coal producers decided that they should spend money on a research program to compete with other fuels. But while the oil and gas industries were spending millions of fuel research, the coal producers were spending a piddling

## Land S Editorial

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average of \$200,000 annually. And their markets continued to dwindle, while oil and gas, in good share as a result of their larger research expenditures, were winning a larger share of the markets.

Just recently the coal producers faced the realistic facts of life, recognized the need for substantially expanded funds for an enlarged research program. In 1951, approximately \$1,500,000 was spent on coal research, and within a few years the annual research fund will amount to \$3,500,000—more than spent in all the 18 other years of the industry's research program combined. Participating coal companies will be paying four dollars of research money for every one dollar they had spent previously. Not only is concrete progress being made by virtue of the expanded research funds, but the coal industry is inspired with a feeling of buoyed confidence concerning the future of their industry and their markets.

Like the tanning industry, the coal industry was confronted with the problem of how to raise the money for this enlarged research program, particularly in the face of other rising costs such as an expanded promotional program for coal, plus the decline of some of their markets. But the coal producers managed to find the money even though most claimed it just wasn't available. They simply faced up to the fact that research was vital to their survival and growth—and the money and pledges came forth.

The leather industry has long made familiar use of the term, "practical tanner." A practical tanner, generally, is one who is an actual maker of leather, as distinguished from the scientific leather analyst and leather researcher. But the day of the so-called "practical tanner" is washed up. No tanner can be practical in

the light of today's industrial pace and requirements unless he recognizes the practical and vital role of research and supports it with a worthwhile outlay of cold cash on the barrelhead.

Also, any so-called practical tanner who looks upon research apart from the essential operation of his business is failing to take a good look at the realistic facts of modern industry. For example, last year the oil industry, in prospecting for new fields and gushers, drilled some 60,000 oil and gas wells. Only a tiny fraction of these paid off—but paid off handsomely enough to far offset the loss of the dry holes. But the oil industry realizes that unless it continues to seek and dig new fields, it will dry up and die. These oil men, recognizing the need for constant prospecting and willing to spend on the essential risks involved, are just as practical-minded as any practical tanner.

As commented by Clifford Roberts, head of the research division of United Shoe Machinery Corp., "I believe that tanners have been standing on their new oil field for many centuries—and all they have to do now is to dig a few holes and the future should take care of itself."

This digging is primarily a matter of research, and in turn that is a matter of money. So the first digging that must be done is in pockets. Obviously, any expanded research program in the tanning industry need not instantly jump to the \$25,000,000 as represented by the 2.5 percent basis on gross sales, as is done by the chemical and other industries. But it can and should show a progressive increase with each year as part of a pre-destined program.

It might be kept in mind that an appreciable piece of the research funds being spent by the chemical industry today is to create products designed to drive a wedge into leather's markets. The fact that the chemical industry has already won appreciable success at this, is indication that the chemical industry's program of research is one that can be profitably adopted by the tanning industry.

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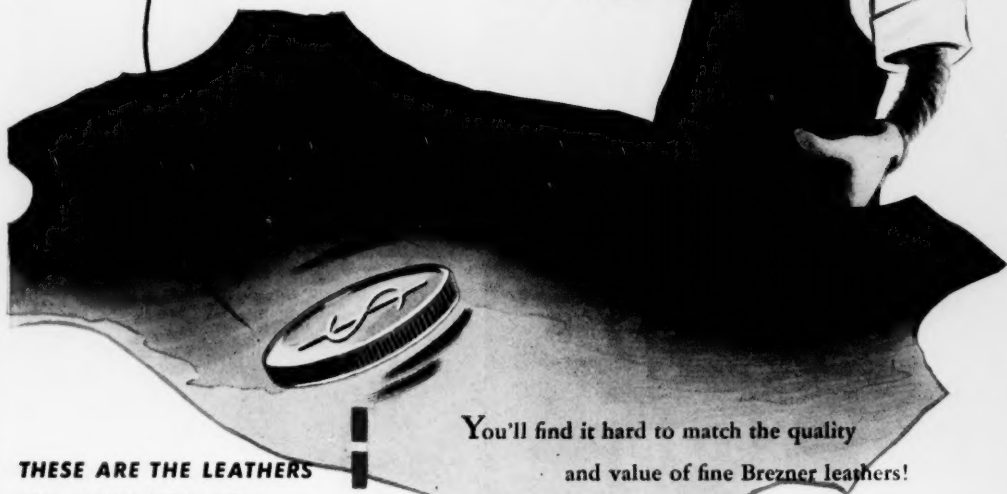
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Show design courtesy Andrew Geller



# Stylescope

SHOE FASHION NEWS AND TRENDS

**Style shoes for little girls doing exceptionally well.** Weber Shoe Co. started designing special fashions for juveniles last year. Idea was to give color, texture interest and line detailing especially aimed at youngsters, rather than copying older styles in smaller size runs. Spring orders on these little girls' style shoes better than company expectations. Retailers reported unusually good consumer response. Weber's Fall line as shown at St. Louis Shoe Show met with even greater interest indicating that reputation has spread.



**For Fall, Weber has chosen flannels and tweeds combined with calfskins,** along with little covered wedge heels. Also included in line are several calfskin shoes with piping, lined, and binding. Nylon mesh with a genuine color kid also being used. Accompanying sketches typify type of styling which is meeting with greatest acceptance in this line.

**Designers, pattern houses working on pumps.** Manufacturers right down the line looking for "fresh" pump ideas. Trimmed pumps take lead. These mostly with some kind of off-sided treatment. Throat lines, design detail asymmetrical in styling. Flannel with suede combinations seen to be exceptionally good. These flannels have colored line woven into fabric. Especially pretty in dark grey combinations.

**Some mesh and banded types for early Fall selling.** These already being called for by New York retailers. Expectations are that sales on these will be good for short time—July, August and into early September. Some pumps being trimmed with a heavily ribbed faille band between back and front of shoe. These shoes usually feature a bow of same faille material.

**Brevitt types with hooded heels gaining.** More manufacturers being added to list of those including this type in lines. These adaptable to colorful combinations. Smooth-looking, sleek shoes for casual and tailored wear.

**Embroidery treatments on pumps gaining with increasing interest in trimmed pumps.** Accompanying photos show what imaginative design initiative can produce on this theme. William Rosner of Venus Art Embroidery Co., Inc. (New York) has worked out these three pullovers for



Fall. First (left to right) is a webbed cutout effect embroidered in self-color, good in suede. Second, a grey flannel pump with teardrop cutouts embroidered in self-color with black patent leather petals embroidered in between cutouts; petals are puffed, heel is in black patent. Third, a blue suede pump embroidered with blue ombre cording on vamp and heel, the embroidery design being worked out in a mass of circular effects.

**Big swing to thick textures** is most important fabric trend for Fall from standpoint of costume designers and ready-to-wear merchandisers. This texture interest extends into shoes where combinations of nubby and ribbed fabrics with leathers, and suedes with smooths stand out. Also seen in tremendous interest shown in trimmed pumps with texture effects through use of embroidery, nail heads, cord trimming, flocking, etc.

*Rosalie Marybanian*

# OPTIMISM RULES TANNERS' MEETING

*Stabilized prices believed only means to operational profits*

THAT present raw stock advances are entirely unjustified and undoubtedly the result of venal speculative interests, was the prevailing opinion at the Spring Meeting of the Tanners' Council of America, Inc., held Tuesday, May 6, at luxurious Castle Harbour Hotel, Bermuda. Yet some tanners present, while enthusiastically supporting this point of view, were, because of a burdensome inventory position, far from displeased with the cablegrams that from time to time advised of continued hide and skin advances at home.

Perhaps the belief that the worst has passed and firmer markets pre-seeing an end to the year-long steadily-declining fortunes of the industry was responsible for the air of optimism that surrounded all groups in the conference room, on the golf course and aboard the homeward bound Queen of Bermuda.

Though the choice of Bermuda as a meeting place drew enthusiastic approval from those who attended, there is little doubt but that at least twice as many tanners and suppliers would attend any similar meeting held in a more accessible location. Leisurely Bermuda has its attractions, however, and already there are those who wish to repeat the visit.

Greatly missed was Julius G. Schnitzer and his usual address.

## Public Relations and Research

"That the industry may be sure that untruths and half-truths espoused by others are not given complete and unchecked freedom to influence consumer thinking, an industry sponsored system of public relations is necessary," said Council President Lawrence L. Jones, who went on to say that such a plan had been approved in principle in October of 1951.

The time that has elapsed since then may seem an indication of too leisurely an approach to the im-

pact few, but to anyone acquainted with the magnitude of the task of setting up more than a jerry-built and amateurish bureau, it is obvious that this is "a job that will take the most competent professional talent we can find," hence the formation of Leather Industries of America.

Jones stressed not only public relations but also research. That present research efforts are inadequate, was his contention when he said, "... we must and we can keep pace with the progress of modern industry and fortify our position in the market through systematic application of a definite research program."

Industry enthusiasm for a new approach to marketing and advertising of leather was realized when Jones announced that 85% of Council members have already agreed to give the program financial support, some even arguing for greater expenditures than presently planned.

Treasurer A. E. Gebhardt evoked smiles of satisfaction and considerable applause when he announced that the Council could probably carry on its usual excellent and extensive work without an increase in dues this year. With costs in general rising steadily this was regarded as an in-

dication that the Council is being wisely and prudently administered.

## Short Term Depressions

Personable Murray Shields, Bank of Manhattan Company economist, went in for some long-range optimism tempered by short-range pessimism.


"Deterioration," he said, "has for the past few months been the dominant characteristic of markets in most areas of the world. . . . But whatever happens in the near term, we shall—in the absence of all-out war—have to face up to two risks: (1) That we will have a substantial and serious setback in business when defense and plant equipment outlays decline; and (2) That even if we are spared the pains of depression we shall experience a period of extremely rugged competition with profit margins under pressure and with survival the major problem for high cost, high break-even point businesses."

Departing from his prepared address, Shields waxed enthusiastic about the next fifty years in these United States and implied that the rest of the world might even get in on some of the good things to come.

*(Continued on Page 57)*



Castle Harbour Hotel, Bermuda, Meeting Site



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# PRESIDENT'S REPORT

*"The curtain is down on ten exhilarating years of make-believe"*

Lawrence L. Jones

President, Tanners' Council of America

THIS is the first meeting ever held by the Tanners' Council of America outside the continental United States. When your Board of Directors honored me last fall by asking that I serve as President of the Council, I was deeply moved by the expression of esteem, but sobered by the sense of responsibility to this industry in a very difficult year.

We had intimations by last fall that significant changes were taking place in our industry. Since then, we have witnessed in our industry an economic nosedive of nerve-shattering proportions. Only the older statesmen in the industry can recall anything like it within their own experience. What we have experienced is now a matter of record; what we face must be scrutinized in the light of facts; our ability to surmount the problems for the future will be determined by the calm and vigor with which we analyze our position and plot our future course.

## Forget The Past

That course may take us into uncharted areas, but that troubles me least of all. From what I observe, we will do well to head away from some of our old stamping grounds. The frame of mind, the kind of thinking we need must not be absorbed with the past. The leadership we set for ourselves has to be alert and sufficiently resourceful to capitalize on existing advantages, and not waste its energies bemoaning the loss of benefits or privileges of an era that is coming to a close.

No industry could experience the setbacks we have suffered since April, 1951, without there being created within the ranks a certain amount of disillusionment, uncertainty, confusion, and pessimism. That is natural and inevitable. We had plenty of

company in the so-called soft goods lines, when the spring of 1951 rang down the curtain on ten exhilarating years of make-believe. It is now quite clear, and we must acknowledge that the previous ten years were an economic interlude, a play within a play, and that we are now moving back into the main drama at the point where it left off in the late 30's. It is only when we recognize and accept the change since last April for what it is, a return to economic normalcy, that the situation that we now find ourselves in makes sense.

To clear our minds for the demand of the future, we must dismiss the war and the immediate postwar years as abnormal, extraordinary, and unrealistic. That has to be the starting point in our thinking if we propose to get a mental grip at bedrock. There are several reasons why we can take a certain amount of gratification from the events of the past year. Considering the violence of the storm that was visited upon us, we have weathered it with a bare minimum of dire consequences.

The only comparable experience we ever had, back in 1919-1920, was devastating in its consequences. We were better prepared this time. Better prepared by repeated warnings that the alarm bells could ring without notice at any time. Better prepared by the remarkable change in our thinking about inventory valuation, inventory controls and replacement pricing. I certainly don't have to draw any lurid picture of what might have happened if we had not been better prepared individually and as an industry by tremendous forward steps in accounting principles and management policies.

Perhaps this is a digression, but it does me good and I hope you will share the pleasure of reflecting on the fact that a supposedly mature and

traditional industry was actually the forward-looking pioneer in the problem of stabilized inventory valuation. Now that such methods have become widely accepted as true conservatism in accounting, it is forgotten that the tanning industry blazed the trail and that were it not for the backing and support which tanners gave to the Council there might have been a totally different story to tell. It was not only the fiscal solvency which this pioneering made possible for the vast majority of the industry, but the corollary change in its thinking about costs, prices, and replacement merchandising that has helped the industry survive the boom and bust of the past decade.

## Two Basic Problems

I am convinced that we are better prepared in other respects, too. When the dust began to settle last year and the face of normalcy began to peer around the corner, there was a clear-cut development apparent in the thinking of this industry. An increasing number of us began to acknowledge in a forthright way that two broad problems had to be tackled for the sake of our status and vitality as an industry, as an economic factor in our economy and our public life. Both of these are inescapably related and there can be no lasting or real solution to the one without action seeking an answer to the other.

In the broadest sense the two phases of industry thinking to which I refer might be described as public relations and research. Those words are not as exact or explicit as they might be but they define, on the one hand, the need for communicating with the public, for maintaining and preserving the psychological priority which leather has and deserves. And,

*(Continued on Page 61)*





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# INDUSTRY PROGRESS REPORT

## *The readjustment period is over—now it's normalcy ahead*

Edward L. Drew

Economist, Tanners' Council of America

**T**HE immediate past of the leather and leather products industries unquestionably provides the key to understanding present conditions. From July 1950 almost through the first quarter of 1951 everybody wanted more than enough for immediate needs, everyone wanted an inventory backlog as a hedge against wartime shortages. The effects on prices were quick and intense.

From the early spring of 1951 forward, the leather and shoe industries went through a readjustment that was one of the most severe the industry has ever encountered. The bottom dropped out of shoe production and for nine long months the shoe industry, despite a substantial military production, was operating at about a 20 percent lower rate than it had been. The leather industry was forced to follow suit in its operations as well. What happened to the price level as a result is still clear in all your memories.

### **Two Main Reasons**

This readjustment came about for two main reasons. The first has to do with military procurement. The second with consumer demand.

The Armed Forces started out on a procurement program early in 1951 which was more intensive, per capita, than during World War II. Before the middle of the year had been reached, the procurement policy began to be cut back sharply. The military goal of adequate supplies for a possible emergency had been reached. The expectation by manufacturers of a civilian leather shortage resulting from the military take was quickly eliminated.

The consumer, for the most part, was the only one who had pretty well kept his feet on the ground during this hectic period. The consumer

didn't stop buying—he just didn't rush in for that extra merchandise. Why should he? He had already had over four years to replenish war depleted closet stocks. And furthermore, prices—even those of our own goods—were just too damn high to warrant buying that extra unit.

In this readjustment period everything was in reverse from the situation previously existing. The inventory build-up period which extended from the middle of 1950 into the first quarter of 1951 turned into a period of inventory depletion—all along the line. By the end of 1951 inventories were back—or practically so—to pre-Korean levels. Excesses were pretty well liquidated and our industries were ready to start operating on a more normal basis.

This story was expounded at length at our annual economic conferences in February. It has been gone into at length again today because it is so essential to an understanding of present conditions.

At the start of the year it was our opinion, and this was also stated at our conferences, that 1952 would see a return to something more nearly resembling normality both on the supply side as well as on the demand side. It was felt that with the adjustments that had taken place, the industry could look forward in 1952 to a year of reasonably stable operations. Manufacturers of leather products would be forced to meet consumer demand, not from inventory, but from new production. To do this would require new supplies, not old. It was felt that consumers would probably buy their normal quota of some 480 million pairs of shoes and that that figure would closely measure the demand for hides and skins.

It was believed that while a demand

for hides and skins of this scope represented a substantial improvement over the period that had just passed, there was nothing in the raw material picture to warrant a fear that such a demand would put a strain on hide and skin supplies.

Let us see how this has worked out so far this year.

First of all, shoe production: In the first four months of 1952, shoe production, military and civilian, has totaled 165.7 million pairs. After adjustment for normal seasonal variation this would mean an annual rate of about 435 million pairs. Military production has been running at somewhat less than the 10 million pairs figure guessed at early this year. This means that the civilian part of the first four months' output was probably pretty close to the 480 million pair rate originally estimated for civilian demand.

### **Retail Sales Constant**

Shoe sales data so far available point to a retail demand to date as good, in terms of pairs, as it was a year ago. In other words, retail sales are running close to the 480 million pair rate. This would seem to mean that sales and production of shoes are running closely in balance with no attempt on the part of either manufacturers or distributors to rebuild shoe inventories.

On the supply side of our presentation last February, we had predicted some increase in cattle slaughter, suggested that calf slaughter might show a minor increase and that the sheep and lamb kill would also tend upward with practically all the increase occurring in the early months of the year.

With respect to the sheep kill, we have certainly been right so far. In-

*(Continued on Page 64)*

for economy with  
good working properties  
specify

**CALCOCID\***

**BROWN RD EXTRA**

Assuring level dyeing with good penetration in most applications, CALCOCID BROWN RD EXTRA imparts rich color to high-styled leather articles for ranch wear, sports, travel and town use.

Suitable as a self shade or as a base for a variety of shades, CALCOCID BROWN RD EXTRA produces a range of shades from medium to deep brown on vegetable, chrome or syntan leathers.

Your Calco representative is available to give you full information or advice on how to improve your dyeing processes through selection of the right dyes.

\*Trade-mark



*AMERICAN Cyanamid COMPANY*

CALCO CHEMICAL DIVISION, DYESTUFF DEPARTMENT  
BOUND BROOK, NEW JERSEY

NORTH AMERICAN CYANAMID LIMITED, CALCO CHEMICAL DIVISION  
MONTREAL AND TORONTO

NEW YORK • CHICAGO • BOSTON • PHILADELPHIA • CHARLOTTE • PROVIDENCE

luggage courtesy of Mark Cross; shoes courtesy of Florsheim



# THE ECONOMIC OUTLOOK IS SOUND

*"We are reaching for a new set of economic values today."*

Murray Shields

Economist and Vice-President

Bank of the Manhattan Company

**D**ETERIORATION has for the past few months been the dominant character of markets in most areas of the world. The demand situation has been soggy, the price structure has been soft, profits have been sagging, and it is now clear beyond doubt that had it not been for the rise in defense orders and in plant and equipment outlays 1952 would have been a year of depression.

Whether recent trends are to be accelerated or to be reversed the next few months depends primarily on whether the Administration returns to inflationary pump-priming and whether international tensions relax or are intensified. But whatever happens to the near term, we shall, in the absence of all-out war, have to face up two risks:

(1) That we will have a substantial and a serious setback in business when defense and plant equipment outlays decline; and

(2) That even if we are spared the pains of depression we shall experience a period of extremely rugged competition with profit margins under pressure and with survival the major problem for high costs, high break-even point business.

On the favorable side of the ledger is the fact that the long-range potentialities for expansion in the U. S. economy are still propitious because we are in the midst—not near the climax—of a technological revolution destined:

(1) To reduce mortality and prolong the span of life so that population and therefore markets are likely to continue to expand indefinitely.

(2) To increase farm and industrial output and productivity per worker at least as rapidly in the future as has been our experience in the past; and

(3) To provide vast new industries for development.

## Imperative Measures

Such a powerful long-range expansionary influence in our economy offers us an opportunity to make any depression which we experience much more brief and much less devastatingly deep than was the case in the depressions of the early 20's or of the early 30's. The short-run maladjustments in our economy are, however, so deep-seated that this will be true only if our Government devises an anti-depression program incorporating some more conventional devices than those which have been so popular of late in Government circles. It is therefore imperative that the Government put the following planks in its anti-depression program:

(1) The return once and for all to sound money.

(2) Immediate elimination of the frills and fluffs in Government expenditures so that we can have a moderate reduction in taxes now and a big one when defense outlays contract.

(3) Abandonment of those Government controls and interventions which prevent the price system from acting as a stabilizing agent.

(4) Reduction in the power of organized labor to force wage inflation and to reduce productivity.

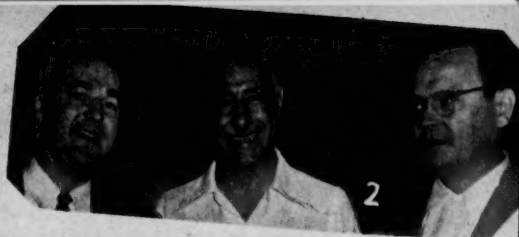
(5) Insure the full development

of the technological revolution by reorganizing our tax structure so as to stimulate exploration, research and expansion.

The need of the time is for the development and adoption of a new blueprint for depression-proof prosperity and if, as I believe, we are justified in assuming that the road to economic stability and strength is not to be found in either the policies of the 20's, or of the 30's or of the '40's, then we are under the obligation to do some really constructive thinking about the problem of how under modern conditions we can make our society fully productive, vitally strong and reasonably stable.

I sense that we are reaching for a new set of economic values today—under the pressure of events which demonstrate all too clearly that the ideals of communism are but a cloak for aggression, that socialism is but a method of distributing austerity, that big Government invites political abuse, that Government planning has not saved us from inflation, that the world cannot be prosperous if each individual nation erects around itself an iron curtain to prevent the free movement of people, capital or goods, and that personal savings rather than Government expenditure represent the only non-inflationary source of funds for expansion.

I am optimistic enough to believe that this is likely to be a time when we will profit from the mistakes of the past and chart out for ourselves a set of economic policies, plans and programs which will enable us to prevent the next depression from being more than a temporary interruption in a long period of progress and prosperity.



*All identifications read from left to right:*

1. Leonard Schaden, Eagle-Ottawa Lea Co.; Sherwood B. Gay, Blanchard Bro. & Lane Co.; D. W. Bay, Blanchard Bro. & Lane Co.
2. Harold Will, Hartnett Tan. Co.; Jos. Kaplan, Colonial Tan. Co.; Leif Kronen, Tanners' Council.
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4. Orrell Oseland, Tanners' Council; Richard Cox, B. E. Cox Lea. Co.; F. G. Ewald.
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6. Julian B. Hatton, Jr., and Sr., Eagle-Ottawa Lea. Co.; Thos. Newman; Lawrence L. Jones, Willard Helburn, Inc.
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8. Dr. Herman Sands; Harry Gruenstein, Gordon-Gruenstein, Inc.; David Fernon, Fernon Lea. Co.





# IT'S TIME TO FIGHT

## *Examples of false advertising claims by leather substitutes*

James S. Hays

Legal Counsel

Tanners' Council of America

In reviewing twenty years as counsel to the Tanners' Council, I am reminded of what some of you may think to be an inappropriate story.

It seems that a lawyer had been advising a client for many years and had been giving him very bad advice. The man had been tried for murder and, despite his lawyer's defense or perhaps because of it, had been found guilty. At the very last moment before going to the electric chair, he telephoned his lawyer and he said, "Counselor, I have just been shaved, I am just about to go into the death house. Have you any last advice to give me?" His lawyer said, "Yes, don't sit down."

I give that advice to you—members of the leather industry. The time has come not to sit down, but to stand up and fight.

### **Anti-Trust Watchdog**

Over the years, the problems that you have given us for consideration have been such that I have been compelled to tell you what you can't do. We have been primarily concerned either with defending your industry against vultures who attacked your customers when they failed or we have attempted to see to it that your activities have been such that you have not, as a trade association, run afoul of the anti-trust statutes. In the latter field, we have made surveys from time to time of your activities. We have, on occasions, been compelled to lift a warning finger, or perhaps raise an eyebrow or two. We have advised that your conduct has been investigated by Government. Our opinions given to you over the years have been confirmed by the guardians of the anti-trust statutes.

I still regard these accomplishments as negative.

Now, for the first time, however, an opportunity has been given to us by your executive officers to do what we would regard as a thoroughly fine constructive job and I should like to tell you about it.

Apparently, the tanners have decided that the time has come when they must stand up and fight—stand up and fight misrepresentation, economic libel and economic slander. I know of only one other instance in all of history in which a birthright has been robbed to the extent now in progress in your industry. I wonder whether you realize how thorough a job has been done on you to date by the purveyors of substitutes.

It reminds me of the Biblical fable of Isaac and Jacob and Esau. It seems that Isaac had twin sons, as you know, Jacob and Esau. Esau was the first born. He was entitled to his father's blessing and to his birthright. Esau's hands were rough and hairy. Jacob's were soft. Accordingly, Jacob put on his hands the hairy skin of a lamb. He went to his father, who was blind, and asked for his blessing, claiming that he was Esau. His father felt of him and said, "The voice indeed is the voice of Jacob; but the hands are the hands of Esau." When Esau learned of this, he said to his father, "Rightly is his name called Jacob; for he hath supplanted me lo this second time; my birthright he took away before, and now this second time he hath stolen away my blessing."

The birthright of leather, its very name, its attributes, its appearance, its reputation, is being deliberately stolen by many modern Jacobs. The very meaning of the name leather is imperilled. Let me give you some illustrations of what I mean. We

have in our office what Irving Glass calls our "Chamber of Horrors"—illustrations of advertising. Let me tell you some of them.

"Top-Grain Boltaxlex"—swatch is in hide shape and says, "Top-Grain Finish"; "Another 'Natural Rawhide Finish'; 'Plastic Leather'; 'Plastic Leathercloth'; 'Black Plastic Patent Leather'; 'Leatheron'; 'Steerhyd'; 'Plasti-Hide Luggage'; 'Genuine Plastic-Suede'; 'Genuine Cohyde Upholstery'; 'All Plastic Leather.'"

Think of some of the trade-names: "Tufide" (only Tufide outlasts leather 5 to 1) — *Looks* exactly like leather, *Feels* exactly like leather, will outlast, outwear, outperform leather: "Leatheron"; "Kidke"; "Fabricated Leather"; "Plastic Calf"; "Philco Leather Top."

### **Advertisers Misleading**

In some situations, the advertisers do not even bother to indicate that the product is plastic. For example, in handbags: Lord and Taylor advertised "Black Patent Leather"; it was plastic. Bar Mart advertised "Patent Leather Bar"; it was actually plastic. Droutman advertised "Red Patent Leather"; it was actually plastic. Macy's was nice enough, however, to advertise "Leather Plastic Handbags." What is a *Leather Plastic* bag? There ain't no such animal.

Here are some advertising slogans:

"At least three times the wear of the best leather soles." Next, "Looks like leather, feels like leather, wears two to three times longer than leather."

Yes, the voice is the voice of Jacob, but the hands are the hands of Esau.

Finally, listen to this one, "Looks more like leather than leather itself."

(Continued on Page 73)



*Chemicals you live by*



*Leather's  
Future...*

**... is in YOUR hands!**

In the coming struggle between leather and synthetics, no cure-all can assure tanners of their traditional markets. In certain cases, however, the choice of tanning agents may have much to do with producing a durable quality leather at the right price.

TANOLIN, Martin Dennis' famed one-bath chrome tan, can be the most important factor in helping you to consistently produce high-grade leather. That's because all five types of TANOLIN (R, T, KXD, 225 and W2XD) are made to the highest standards of uniform quality controlled in all stages of processing by continuous laboratory tests.

Tanners who use it know that TANOLIN's dependability is a key factor in guarding their reputation and in keeping over-all costs in line.

If you haven't tried TANOLIN, one of our representatives, trained in tanning and chemistry, will be glad to work with you in its application. He'll also tell you about our full line of fat liquors and other chemicals for the leather industry.

## CHEMICALS FOR THE LEATHER INDUSTRY

THE MARTIN DENNIS COMPANY... A DIVISION OF  
DIAMOND ALKALI COMPANY... CLEVELAND 14, OHIO





*All identifications read from left to right:*

1. D. W. Bay, Blanchard Bro. & Lane; Sherwood B. Gay; Leonard Schaden, Eagle-Ottawa Lea. Co.; E. K. Ellis; Martin Friede, Garden State Tan. Co.
2. Ned FitzGibbons, Ashtabula Hide & Lea. Co.; Chas. Smith, Roser Tan. Co.; Chas. Grubstein, Amer. Lea. Mfg. Co.; Loren A. Swedenborg, Roser Tan. Co.; Jos. Lipshil.
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RIGHT IN YOUR OWN BACK YARD...

BY WEST



**DIEHARD'S CASE ISN'T SO UNUSUAL AFTER ALL!** In all types of industry West representatives hear comments like "our situation is a special one" . . . "an insecticide is bound to impair the quality of our product" . . . and - stranger still - "we don't have any insect problem here!"

**VAPOSECTOR** was formulated for the realist who has an insect problem and wants to get rid of it - fast! It's fully three times as concentrated as the standard Grade AA spray . . . yet there's no danger of contamination or odor when used according to directions. Vaposector controls insects by "double penetration". When used with West spraying equipment, it becomes a "dry fog" that penetrates the most remote crevice . . . then penetrates the insect's outer covering for a permanent kill. There's no place to hide. No time to escape. A

Vaposector demonstration has often revealed dead insects in numbers never thought possible - simply because they live and multiply in unseen cracks and crevices.

**VAPOSECTOR** gives more positive control value per gallon than any competitive product. It breaks down into such minute droplets when atomized with specially-designed West equipment, that only one ounce is needed to control flying insects in 1000 cubic feet . . . only two ounces for crawling insects. Compare it with an ordinary mill spray and you'll find Vaposector is over four times as economical in use! West can supply Vaposector as well as special mill sprays and fumigants . . . residual and contact insecticides . . . spraying equipment - a complete insect control program tailored to your exact needs!

Dept. 41



42-16 West Street  
Long Island City 1, N. Y.

ASK  
FOR  
FURTHER  
INFORMATION  
ON HOW TO  
CONTROL  
INSECTS  
BY  
"DOUBLE-PENETRATION"

☐ Please send Vaposector booklet.

Please send information on specially-designed permanent ☐, portable ☐, hand spraying ☐ equipment

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

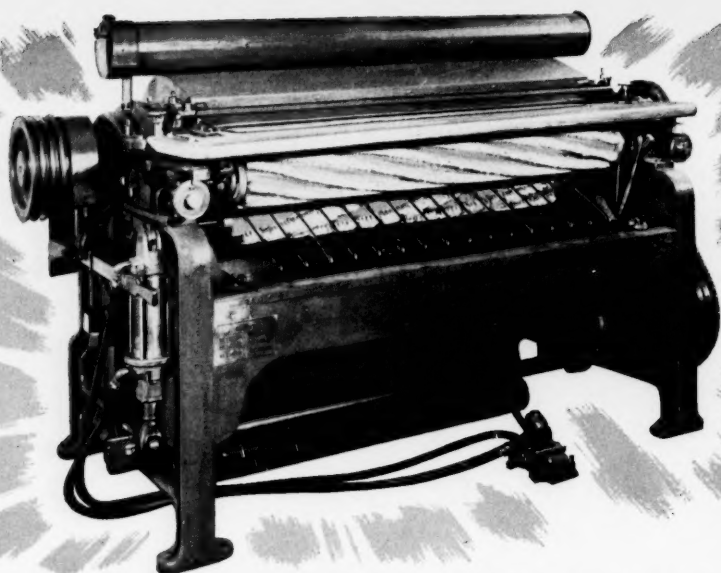
Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

May 17, 1952

LEATHER and SHOES

23



## THE FULTON COUNTY OSCILLATING BUFFER *with Pneumatic "Toe Control"*

Newest addition to our family of great machines for the shoe and glove leather industries is the FULTON COUNTY OSCILLATING BUFFER with pneumatic toe control . . . designed for superb buffing and snuffing. AND — it's a snap . . . one simple operation buffs a side or hide. The FULTON is also recommended for pastel side leathers.

Rugged, lifetime construction assures years of repair-free operation with a minimum cost for upkeep. No weights to change, no hour consuming adjustments to make . . . set two turnbuckles and operate the greatest buffer in the industry.

*Please write for all particulars*

Do you have a rigid machine that isn't doing the job? . . . Fulton engineers can, in most cases, convert your present equipment to oscillator type and install "Toe-Control" for better buffing and ease of operation.

Tall or short, "Toe-Control" is universal, may be adjusted to fit your operator and placed for easy access, high or low, left or right. With pneumatic toe control fatigue is decreased, production increased. "Toe-Control" may be attached to any existing machine at a surprisingly low cost . . . and no wait for delivery.



### FULTON COUNTY

*Machine & Supply Co., Inc.*

71 WEST FULTON STREET • GLOVERSVILLE, NEW YORK

Foreign Representative

WOLFF INTERNATIONAL, INC.

2577 NORTH TEUTONIA AVE.

MILWAUKEE 6, WIS.



Eastern Representative

GEORGE FROMER CO., INC.

27 WALNUT STREET

PEABODY, MASS.

LEATHER and SHOES

May 17, 1952



## It's Easy With *Linco Products*

### LINCO PRODUCTS

•

PANCREATIC BATES

FILLERS

SOLE LEATHER FINISHES

TANNER'S LIME

AND CHEMICALS

Do you believe the maintaining of leather markets desirable? If so, highest quality leathers at lowest possible cost are necessary.

To accomplish this, no single improvement can be the answer but a lot of steps in the right direction might. Better yields is a very important step.

We invite your inquiries and permission to prove better yields with LINCO PRODUCTS.

# L. H. LINCOLN & SON, inc.

COUDERSPORT, PA.





*All identifications read from left to right:*

1. Board of Directors Dinner.
2. Party before the President's Ball.
3. Pres. Jones congratulates H. L. Neal, Jr., golf tourney winner.
4. Leon Roversi, Tupman-Thurlow Co., Inc.; Jos. Kaplan, Colonial Tan. Co.; Leon Roversi, Jr.; Dr. & Mrs. Fred O'Flaherty.
5. Frank Radel, Radel Lea. Mfg. Co.; Emory I. Huvos, Irving Tan. Co.; Mr. & Mrs. Geo. Webster; Carl Good, Good Bros. Lea. Co.
6. J. S. Hays, Tanners' Council Attorney, speaker.
7. Murray Shields, Bank of Manhattan, speaker.
8. Miss Grubstein, H. B. Sternfeld, Chas. Grubstein, Amer. Lea. Mfg. Co.; John Schaeffer.







*All identifications read from left to right:*

1. Mr. & Mrs. Sturgis Stout, J. R. Evans & Co.; Mr. & Mrs. Sherman Howes, Howes Lea. Co.

2. Mr. & Mrs. Geo. H. Mealley, Ohio Lea. Co.

3. Dr. & Mrs. Fred O'Flaherty.

4. Chas. M. Morrison, Jr., Reilly-Whiteman-Walton Co.; R. H. Richards, International Shoe Co.

5. Mrs. H. Gruenstein, Mrs. David Ferman, Mrs. Herman Sands and Lewis Jackson.

6. Donald H. McCree, Lackawanna Lea. Co.; Lewis Jackson, Tanners' Council.

7. A. S. Frankel, Anglo-Amer. Hide Co. Inc.; Mr. & Mrs. Emery Huvos, Irving Tanning Co.

8. Arrivals at Convention Headquarters.

9. David Eisendrath, B. D. Eisendrath Tan. Co.; Albert M. Peirce, Leas & McVitty, Inc.; Mrs. David Eisendrath.

10. Sherwood B. Gay, Blanchard Bros. & Lane; Dr. Fred O'Flaherty; Leif C. Kronen, Tanners' Council; R. H. Richards, International Shoe Co.; Edw. L. Drew, Tanners' Council.

11. Mr. & Mrs. Irving Glass, Tanners' Council.





*All identifications read from left to right:*

1. H. W. Neale, Jr., and Sr., Don. McCree, Lackawanna Lea. Co.; Sherwood B. Gay, Blanchard Bro. & Lane.

2. Geo. Martin, Diamond Alkali Co.; C. W. Morrison, Jr., Reilly-Whiteman-Walton Co.; Dr. Fred O'Flaherty, U. of Cincinnati.

3. R. H. Richards, International Shoe Co.; F. E. Rueping, Fred Rueping Lea. Co.; Arthur Carlson, Johnson & Carlson; Frank A. Crystal, Tanexco, Inc.; S. B. Foot, S. B. Foot Tan. Co.; George Webster, A. L. Webster & Co.; Elmer Frodin, Chicago Rawhide Mfg. Co.

4. Julian B. Hatton, Sr., Eagle-Ottawa Tanning Co.

5. Mr. & Mrs. Lester Rosenberg, Agoos Lea. Cos., Inc.

6. Michael Flynn, John Flynn & Sons; Francis Y. Rice, Amer. Hide & Lea. Co.; Irving Glass, Tanners' Council.

7. Mr. & Mrs. Fred G. Moynahan, Leather And Shoes; Mr. & Mrs. Geo. Robbins, Verza Tan. Co.

8. Stanley E. Rawson, Ohio Lea. Co.; Ralph E. Colby, Zeigel-Eisman Co.

9. Frank A. Crystal, Tanexco, Inc.; Elmer E. Frodin, Chi. Raw. Mfg. Co.; A. B. Carlson, Johnson & Carlson; F. E. Rueping, Fred Rueping Lea. Co.





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Cable Address: ANDRESEN—New York

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# REGISTRANTS

## A

Allen, Bona, III, Bona Allen, Inc., Buford, Georgia  
Ameer, John R., Footwear News, 7 East 12th St., New York, N. Y.

## B

Bay, D. W., Blanchard Bro. & Lane, Detroit, Michigan  
Becker, Fred H., The Ohio Leather Co., Girard, Ohio  
Blaut, Arthur, Virginia Oak Tannery, Luray, Virginia  
Buettner, Erhard, Pfister & Vogel Tanning Co., Milwaukee, Wisconsin

## C

Carlson, A. B., Johnson & Carlson, Chicago, Ill.  
Cavanaugh, James M., The River Plate Import and Export Corp.  
Chapman, Kenneth, Surpass Leather Co., Philadelphia, Pa.  
Colby, Ralph E., Ziegel Eisman & Co., Newark, N. J.  
Connett, Harold, Surpass Leather Co., Philadelphia, Pa.  
Cox, Richard, B. E. Cox Leather Co., Peabody, Mass.  
Crystal, Frank J., Tanexco, Inc., Chicago, Ill.

## D

Danner, Carl F., American Hide & Leather Co., Boston, Mass.

## E

Eisendrath, David, B. D. Eisendrath Tanning Co., Racine, Wis.  
Ellis, E. K., Eagle-Ottawa Leather Co., Grand Haven, Mich.

## F

Feeney, John W., River Plate Import & Export Corp., New York, N. Y.  
Fitzgibbons, Edward S., Ashtabula Hide & Leather Co., Ashtabula, Ohio  
Fleming, D. Malcolm, Fleming-Joffe, Ltd., New York, N. Y.  
Foot, S. B., S. B. Foot Tanning Co., Red Wing, Minnesota  
Frankle, A. S., Anglo-American Hide Co., Inc., 100 Gold St., New York City, N. Y.

Fried, Al, Gardner State Tanning, Inc., Pine Grove, Penna.  
Frodin, Elmer E., Chicago Rawhide Mfg. Co., 1301 Elston Ave., Chicago 22, Ill.  
Fried, Martin, Garden State Tanning, Inc., New York, N. Y.

## G

Galbraith, Norman G., Norman G. Galbraith & Co., Chicago, Ill.  
Gay, Sherwood B., Blanchard Bro. & Lane, Newark, N. J.  
Gebhardt, Arthur E., Gebhardt-Vogel Tanning Co., Milwaukee, Wisconsin  
Goldsmith, B., Ziegel, Eisman & Co., Goldsmith Leather Co., Inc., Newark, N. J.  
Good, Carl F., Good Bros. Leather Co., Newark 5, N. J.  
Greenbaum, Martin J., Middleburg Tanning Corp., Philadelphia, Penna.  
Grubstein, Charles, American Leather Mfg. Co., Newark, N. J.

## H

Hegeler, H. H., Surpass Leather Co., Philadelphia, Penna.  
Heyde, Clarence R., Boot & Shoe Recorder, Philadelphia, Penna.  
Hilterhaus, Fred, Newark Leather Finish Co., Harrison, N. J.  
Howes, H. Sherman, Jr., Howes Leather Co., Inc., Boston, Mass.  
Hubschman, Milton E., Hubschman & Sons, Philadelphia, Penna.  
Huvos, Emery I., Irving Tanning Co., Boston, Mass.

## J

Jackson, Lewis B., Tanners' Council  
Jones, L. L., Willard Helburn, Inc., Peabody, Mass.

## K

Kaltenbacher, J. S., Seton Leather Co., Newark, N. J.  
Kaltenbacher, Richard, Seton Leather Co., Newark, N. J.  
Kaplan, I. M., I. M. Kaplan, Inc., Boston, Mass.  
Kaplan, Joseph, Colonial Tanning Co., Inc., Boston, Mass.



**"THE APPEARANCE OF OUR LINE HIT A NEW HIGH  
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FINISHES**

**PRODUCTS  
OF**

**B B CHEMICAL CO.**

**FINISHES FOR UPPERS  
BOTTOMS • HEELS • EDGES**

The Sales Manager who asked for better finishes for his entire line may — or may not know *how* the factory obtained results.

In this case, his finishing room foreman called in a United Finishing Specialist to analyze finishing practices, to suggest and demonstrate the way to get the best results . . . and to supply the materials for the job.

United Finishing Specialists can provide you with finishing formulas and methods that will restore and enhance the original character of the leather surface. Throughout the country, these men are helping manufacturers improve the appearance of their shoes.

For help in stepping up the "buy appeal" of your line call upon the services of the qualified United Finishing expert in your area.

**UNITED SHOE MACHINERY CORPORATION**  
BOSTON, MASSACHUSETTS

LEATHER and SHOES

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Kiernan, Nelson M., Harold J. Smith Leather Corp., Gloversville, N. Y.

Keirnan, Thomas, Griess-Pfleger Tanning Co., Waukegan, Ill.

Kilik, Eugene L., New Jersey Tanning Co., Newark, N. J.  
Krause, G. C. (A. K. Krause & R. H. Krause), Wolverine Shoe & Tanning Corp., Rockford, Mich.

## L

Laties, Simon, Amdur Leather Co., New York, N. Y.  
Light, Philip I., American Hide & Leather Co., Boston, Mass.

Lizer, Charles W., W. D. Byron & Sons of Md., Inc., Williamsport, Maryland

Loewengart, Richard, Loewengart & Co., New York City, N. Y.

## M

McCree, Donald H., Lackawanna Leather Co., Hacketts-town, N. J.

McKinley, Lee C., International Shoe Co., St. Louis, Mo.  
Martin, George J., Diamond Alkali Co., Cleveland, Ohio  
Mealley, George H., The Ohio Leather Co., New York, N. Y.  
Meyers, Lauren E., Pfister & Vogel Tanning Co., Milwaukee, Wisconsin

Morrison, C. W., Jr., Reilly-Whiteman Walton Co., Conshohocken, Pa.

Moser, J. C., George Moser Leather Co., New Albany, Ind.  
Moynahan, Frederick G., Leather & Shoes, Boston, Mass.  
Myers, Russell W., Drueding Bros. Co., Philadelphia, Pa.

## N

Newman, E. G., C. M. Loeb, Rhoades & Co., New York, N. Y.

## O

O'Flaherty, Dr. Fred, Univ. of Cincinnati, Cincinnati, Ohio  
O'Kelley, J. L., Robert Scholze Tannery, Chattanooga, Tenn.

## P

Peirce, Albert M., Leas & McVitty, Inc., Philadelphia, Pa.  
Peirce, Earl L., A. F. Gallun & Sons Corp., Milwaukee, Wis.  
Poh, George E., Barrett & Co., Inc., Newark, N. J.  
Poole, David K., W. D. Byron & Sons of Md., Inc., Williamsport, Maryland

## R

Radel, Frank J., Radel Leather Mfg. Co., Newark, N. J.  
Rawson, Stanley E., The Ohio Leather Co., Girard, Ohio  
Remis, Harry, Acme Leather Co., Peabody, Mass.  
Rice, Francis Y., American Hide & Leather Co., Boston, Mass.

(Concluded on Page 68)

*The tanning industry* has long outgrown hit-or-miss methods. The rule-of-thumb leather finish producer has been replaced by the chemical engineer who knows how to tailor a finish to fit any tannage.

With the rapidly changing and increasingly wider spread of materials used in the finishing of leather, the entire business is becoming more and more the field of specialists.

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**Government appears in complete muddle over shoe price ceilings.** One day, OPS says it is ready to take action on suspension of controls. Immediately afterwards, as shoe industry settles back to await news, another OPS official comes out with denial. Ever-changing position of Price Director Arnall serves only to intensify confusion.

**Truth is OPS doesn't know what to do.** Agency is fighting hard to keep controls in effect lest it lose too much power. This is about only clear policy it has. Even OPS officials admit freely that all evidence compiled over past two months indicates complete superfluity of shoe price controls. Actually, continuance of controls has helped to keep business rather than prices down.

**Recent upturn in leather and shoe sales has many OPS insiders elated.** They feel that strengthening of market may provide excuse they need to keep controls in effect. Some officials talk about shoe business boom for rest of 1952, say suspension of price controls will pave the way for new inflation. Curiously, few if any of these OPS'ers have any real experience in the leather and shoe field.

**Even if market and sales upturn continues for some time, it won't lead to anything like recent inflationary boom.** Veteran hide and leather men agreed on this. They say only outbreak of new war or some such emergency could bring about another big spiral. Otherwise, supply and demand situation will keep conditions fairly stable.

**Last thing leather and shoe manufacturers want is another price boom.** They blame most of recent troubles on last spiral which kept consumers wary or frightened them out of market altogether. Tanners, above all, want leather prices to remain moderate, fear that another big jump will lose them many recently-regained customers.

**Latest word is that OPS still has shoe price suspension on agenda.** Even if Arnall suddenly gave green light on this, June 1 is earliest possible date action could be effected. This would be at top speed. More normal speed would take OPS well into June. Chances are that question will be stalled, possibly tabled until OPS is again forced into action. However, the question is still alive.

**First Popular Price Shoe Show reports find general optimism prevailing.** Buying not as active as some reports claimed but interest and sampling was. As veteran shoe salesmen pointed out, all they wanted at Show was to get requests for samples from right buyers. Once samples are out, they can expect orders to follow shortly. And sampling was heavy at this PPSSA.

**Another significant point.** Both buyers and sellers appeared satisfied with present price levels. Few if any new price reductions made at Show. Hide and leather market upturn took care of this. Matter of fact, some advances reported on several work shoe lines. On the whole, Fall price situation appears stabilized—one reason buyers appear more confident about going ahead with orders.

**Both manufacturers and retailers agree Fall season will be good one.** Trend first seen as Boston Advance Showing, St. Louis, and other regional showings fully confirmed at PPSSA. Even depressed men's lines are expected to do better than a year ago. Women's novelties, casuals will move actively as expected. Many merchants planning to jump the dull summer season by starting Fall promotions early. As it is, Fall 1952 is first season shoe industry has been able to anticipate with optimism since winter 1950.

**Interesting comment on shoe production made at recent St. Louis Shoe Show.** Frank D. Hardy, vice president of R. H. Fyfe & Co., declared elimination of OPS shoe price controls would increase U. S. shoe output by at least 25 million pairs annually, prices as much as 50 cents per pair. Hardy said suspension of controls would allow expanding production to operate freely, resulting in more and better shoes at lower prices.

**At Popular Price Show, officials predicted production of "slightly over 500 million" for '52.** This would be 15-20 million pairage increase over 1951, a true indication that civilian demand will more than make up for 50% reduction in military requirements.

# ACTIVE BUYING KEYNOTES SHOE SHOW

## FALL SALES SEEN ENDING LONG DROUGHT

### 1952 Production May Reach 500,000,000 Pairs

"It looks like the long drought is over at last," is the way one leading shoe manufacturer described events at the Popular Price Shoe Show held May 11-15 at the Hotels New Yorker and McAlpin in New York City.

In effect, the much-anticipated showing of popular-priced footwear for fall 1952 more than measured up to expectations and hopes of the trade. Interest was high and sampling heavy throughout the five-day event. Buying, which started slowly on Sunday, gathered momentum during the week and reached healthy proportions by show's end.

Activity, particularly evident in women's novelty and casual lines, soon spread to other lines. Whereas women's shoe manufacturers had entered the show expecting a moderate five percent sales increase over last fall, many closed their displays on Thursday night predicting a healthy 10 percent advance. Similarly, men's and children's manufacturers saw business substantially improved over a year ago.

A good indication of the sales trend, bolstered by the recent upturn of the hide and leather market, was the fact that manufacturer's prices held firm after recent reductions. No further cuts were reported in dress and casual lines and some lines of work shoes were advanced.

Although not the rule, a good many women's shoe producers said they were sold up through Sept. Others reported heavy sampling and were confident that good orders would materialize within the next two weeks.

Registration was well over the 3,500 mark with co-managers Edward Atkins and Maxwell Field confident that close to 8,000 buyers would visit the showrooms, well above the record 6,000 established last year. Despite the heavy attendance, hotel corridors were not overcrowded—a good sign since buyers and sellers were busy inside the showrooms.

Shoe buyers—the larger independents, chains and department stores—were all in an open-to-buy position,

all admitting to inventories sadly in need of replenishing, and they were at the show to do something about their situations.

Many had placed the biggest portion of their orders before the show and were present to take another look at the picture, complete their fill-ins. All said they were well satisfied with the outlook for fall sales.

With factory and retail prices averaging 10 percent or more below last year's levels, consensus was that pairage for 1952 would be well above 1951. At a press conference held Monday, May 12, at the New Yorker, industry leaders predicted shoe production for the year would be close to the 1950 level — slightly over 500,000,000 pairs.

Increased civilian shoe demand was expected to more than compensate for the lag in military requirements, despite a drop of some 10,000,000 millions from the 20,000,000 pairs ordered in 1951.

### Consumption Up

Per capita consumption of men's shoes was seen "on the upgrade" by John E. F. Foote, president of the New England Shoe and Leather Association and Frank J. Schell, president of the National Association of Shoe Chain Stores. Both officials agreed that the trend was due mainly to promotion of seasonality in men's shoes with new emphasis placed upon summer-wear shoes — casuals with foam-rubber soles, etc.

Schell reported that leading firms in the shoe chain field were budgeting for dollar sales increases ranging from five to 10 percent for fall and winter 1952. Pairage increases, based on lower prices, should be even higher, they added.

Another feature of the show was the fashion exhibit called "Main Street, U.S.A." at which various manufacturers and fashion leaders gave a series of commentaries on shoes expected to dominate the fall fashion picture.

An important point stressed by Foote was that shoe manufacturers expected to continue purchasing leather for fall needs on a cautious basis, thus preventing any tendency toward a runaway market. Despite this, the hide market continued to strengthen during the week and tanners' leather prices were reported following suit.

## HIDE & SKIN IMPORTS SHOW STEEP DECLINES

### 1st Quarter Totals Prove Startling

Imports of hides and skins in the U. S. during March 1952 showed sharp declines from import figures reported for the same period a year ago, the Tanners' Council reports. First quarter 1952 imports were also well below the first three months of 1951.

March imports of cattlehides totaled only 74,000 hides compared with 220,000 hides a year ago. This made total arrivals for the first quarter 1952 at 371,000 hides against 942,000 hides last year. Net import total was only 232,000 hides.

March 1952 imports included 29,000 hides from Argentina, 21,000 dries from India and 19,000 from Canada.

Imports and calf and kip skins during March totaled 27,000 skins of which 6,000 were from British Honduras, 5,000 from France and 3,000 dries from Norway. March kips were 7,000 from Pakistan and 2,000 from Brazil. Last March, the U. S. received 217,000 calf and kip skins.

For the first quarter 1952, calf and kip imports totaled 133,000 skins with net import total of 22,000 skins. Last year, it was 944,000 skins in the first quarter.

Goat and kid imports during March amounted to 1,770,000 skins against 2,976,000 last year. However, imports of pickled sheepskins rose to 1,642,000 with many New Zealand skins reaching here.

Exports of domestic hides, calf-skins and kips increased substantially in March, including 57,000 hides, 43,000 calf and 13,000 kip skins leaving the country. Re-exports amounted to 22,000 hides and 15,000 calfskins going to Italy.

## U. S. HIKES FRENCH CALFSKINS QUOTAS

Allocations of 650 tons of unprocessed calfskins and 400 tons of horsehides for export to the U. S. has been opened by the French Government, it was revealed this week. The allocations, first announced for 1952, set export quotas for the period at 50 tons above first quotas set in 1951.

## LOWER LEATHER COSTS AID TO SHOE SALES

### Glass Cites Merchandising Opportunities

A sharp drop in leather prices to a postwar low while the general cost-of-living index continued to advance has opened up unusual merchandising possibilities to shoe manufacturers and retailers, Irving R. Glass, Executive Vice-President of the Tanners' Council of America, declared this week in an address before the Arkwright Group Shoe Meeting.

In the meeting held in connection with the Popular Price Shoe Show, Glass quoted Bureau of Labor Statistics data indicating that the cost-of-living index had risen from 184.5 to 188.0 between March 1951 and March 1952. During the same period leather prices had dropped from 137.3 to 87.4 at which range they appear to have levelled off.

Glass stressed the tremendous potential stimulus to shoe business in present leather markets. With the leather market receded from the abnormal peak of the post-Korean period, tanners have been able to supply manufacturers and retailers with a complete range of leathers at the most economic values in years. An increasing number of manufacturers and retailers have grasped at this as a means of overcoming consumer resistance and enlarging dollar and unit volume, the Tanners' Council head said.

Changes in raw material markets which have made it possible to give consumers leather in all shoe price brackets mark the end of an abnormal postwar era, and the return to sounder and more stable conditions in domestic and foreign markets, Glass declared.

### Hubbell Heads United Shoe Foreign Department

Appointment of Richard V. A. Hubbell as manager of United Shoe Machinery Corp.'s Foreign Department has been announced by J. W. Coolidge, vice president of USMC. Hubbell succeeds Trevor A. Cushman who has retired.

A veteran of over 42 years of service with United Shoe, Cushman was assistant manager of the firm's foreign department for many years and manager since Aug. 1950. He is planning to make his home in Florida.

Hubbell has been assistant manager of United's Foreign Department since 1951. He joined the firm in 1920 and served in the machinery

department of the Marlboro office until transferred to the Foreign Department in United's Boston office in 1930.

Raymond L. Belliveau succeeds Hubbell as assistant manager of the Department. He joined United's Research Division in 1938 and was called to active duty with the Navy in 1941. He returned to the Research Division in 1946 and served as Project Manager in the Machine Development Section until his transfer to the Sales Department in 1951.

### Bristol Offers Chlorophyll Shoe Lining

Bristol Fabrics, Inc., of Boston, has introduced a new chlorophyll-impregnated, odor-destroying shoe lining fabric for use in all shoes, according to an announcement by M. P. Lash, president of the firm.

The new lining named Chloro-Dye is said to be non-toxic and water soluble. It can be used in all types of shoes and is being made available in standard shoe lining colors and chlorophyll green.

## CANADIAN FOOTWEAR MUSEUM PLANNED

Seeking to establish a Canadian National Museum of Footwear, the Canadian Shoe and Leather Council is currently conducting a campaign to find old shoes of historical significance to Canada.

The Council is presently seeking the shoes worn by Laura Secord when she sneaked through the American fighting lines to reach General Brock in 1812; and also the shoes worn by Sir John A. MacDonald on Confederation Day when Canada became a united nation.

The Shoe and Leather Council consists of three tanners, three footwear manufacturers and three shoe retailers.

Members are now planning a leathercraft and shoe exhibition at the Canadian National Exhibition to be held in Toronto next Oct. Various phases of the Council's activities will be shown, including allied trades, fashion shoes, historical exhibits and displays of more than 165 basic types of men's and women's footwear.

## SHOE CHAIN PROFITS

### FELL 13% DURING 1951

Profits of the first 14 shoe chain store concerns to report financial statements for 1951 fell an average of 13.7 percent from the previous year, according to an analysis prepared by the New England Shoe and Leather Association.

Combined net profits of the 14 chains after taxes totaled \$14,063,901 in 1951. Net sales last year amounted to \$415,780,915, an increase of 12.95 percent over total 1950 sales of these same firms.

Combined ratio of net profits as a percent of net sales amounted to 3.4

percent in 1951.

Although all except two firms showed a substantial increase in 1951 sales over 1950, only three reported an increase in profits. These were a 58.05 percent increase by Spencer Shoe Corp., a 12.7 percent increase by Bergland Shoe Stores, and a 4.6 percent increase by Butler's, Inc.

Largest decline in profits from 1950 was reported by Feltman & Curme Co. which fell 83.3 percent during 1951. Other declines ranged from nine percent and up. Following is a list of comparable figures:

Company	1951 Net Sales	1951 Net Profits	Per Cent Change 1951-1950	
			Sales	Profits
*Melville Shoe Corp.—1	\$92,740,699†	\$4,669,369	+20.3	—10.0
Edison Bros. Stores—1	77,980,106	2,259,888	+ 5.7	—17.1
*Shoe Corp. of America—1	62,524,460	2,117,552	+19.3	— 9.9
*A. S. Beck Shoe Corp.—1	46,762,599	1,171,123	+ 8.9	—19.0
*G. R. Kinney Co., Inc.—1	43,077,951	1,011,599	+17.5	—18.1
Miles Shoes, Inc.—5	26,582,641	1,236,613	+11.2	—12.6
Bergland Shoe Stores—3	15,776,091	658,404	+14.2	+12.7
*Regal Shoe Co.—1	10,277,521	226,858	+ 7.2	—47.1
Cannon Shoe Co.—3	10,156,825	235,460	+16.6	—32.9
Butler's, Inc.—4	10,112,753	454,939	+ 4.4	+ 4.6
Dan Cohen Shoe Co.—1	5,809,976	82,249	+13.9	—12.2
Spencer Shoe Corp.—2	5,616,176	117,113	—10.7	+58.05
Nusrata-Bowen—1	4,212,407	55,375	+ 5.9	—41.9
Feltman & Curme Co.—1	4,150,710	—232,641L	— .1	—83.3

TOTAL—14 companies \$415,780,915 \$14,063,901 +12.95 —13.7  
 \* Denotes companies operating own shoe factories. L—Net Loss.  
 † Melville's store sales in 1951 were \$71,075,477 against \$70,886,795 in 1950.  
 1—Year ending Dec. 31, 1951. 2—Year to Dec. 2. 3—Year to July 31. 4—Year to May 31.  
 5—Year ending January 31, 1952.

## HIDE ASSOCIATION HONORS IRVING GLASS

### *Award For Work In Leather Promotion*

The National Hide Association has selected Irving R. Glass, executive vice president of the Tanners' Council, as recipient of its annual Medal of Merit for rendering the "greatest service to the hide and leather industry during the past year."

Glass will receive the award for his efforts in launching the leather promotion campaign now being conducted by the newly-formed Leather

Industries of America.

Award of the Medal of Merit will be made by Irving J. Mindel of A. Mindel & Sons, Toledo, O., at the Association's Annual Banquet, Monday evening, May 19, at Cleveland. The banquet is a feature of the NHA Eighth Annual Meeting held May 19-20 at the Hotel Cleveland.

Distinguished Service Certificates will be awarded Fred H. Becker, president of The Ohio Leather Co.; Julian B. Hatton of Eagle-Ottawa Leather Co.; Dr. J. DeWitt Fox, editor of *Life and Health* magazine; and Kenneth Bennington of Davis Leather Co., Newmarket, Ont., Canada.

## CASH AWARDS FOR WINNING DESIGNS



Cash awards are presented by Robert E. Binger, left, vice-president of the Allied Kid Co., to John Dunbar on behalf of four students in Dunbar's shoe design class at Washington University, St. Louis. The presentation at the Leather Show culminated a contest sponsored by Allied Kid for the Washington University students, and judged by Mabel Julianelli, Julianelli, Inc.; Murray Plankow, I. Miller & Sons; and Don Seligman, Saks 34th Street.

## CANADIAN SHOE FAIR TO OPEN IN OCTOBER

### *Will Feature Complete Shoe Factory*

Billed as the "largest market place for shoes on the North American Continent" and expected to attract many representatives of U. S. shoe industry, the first national Canadian Shoe and Leather Fair will be held in Toronto, Ont., Oct. 14-18 in conjunction with annual meetings of the Shoe Manufacturers' Association of Canada, The Canadian Shoe Retailers' Association, and the allied trades division of the Manufacturers' Association.

The exhibits will emphasize functional footwear and one of the principal exhibits will be a complete shoe manufacturing plant. All of the nearly 200 operations involved in the making of a shoe being fully demonstrated to the public and industry.

Fair doors will be open to the public during the last two days and this will afford Canadian people for the first time to witness an entire industry in operation.

Fair officials point out that, on a per capita basis, Canadian shoe plants produce the widest variety of shoes in the world due to the country's diversified climate, industries and outdoor occupations.

### MELVILLE SALES UP

Total net sales of Melville Shoe Corp. for the year to April 26 amounted to \$25,538,519, an increase of 1.2 percent over the same period a year ago, according to Lester J. Fallon, executive vice president of the firm. Total net sales in the first 17 weeks of 1951 amounted to \$25,236,742.

Retail sales for the period to April 26 totaled \$20,538,519, a decline of 2.5 percent from sales of \$20,697,493 reported in the comparable 1951 period.

Total net sales for the four weeks ended April 26 were up 32.1 percent to \$8,796,058 against sales of \$6,657,934 in the like period a year ago. Retail sales in the company's Thom McAn and John Ward stores, due to a late Easter this year, were up 58.6 percent over the same period last year. Retail sales this year totaled \$7,587,379 against \$4,788,414 last year.

## MILITARY BIDS AND AWARDS

### Women's Handbags

**May 26, 1952**—Navy Invitation No. 652 — 21,000 handbags, black, women's; standard Navy Stock No. U-55-H-10500; delivery one-third each, 60, 90, and 120 days following contract award; destination: Naval Supply Depot, Brooklyn, N. Y. Opening, New York, 2 p.m. This procurement for the Navy.

### Various Leather Items

**May 28, 1952**—Army Invitation QM-30-280-52-1747 — 63 leather items, including bridle leather backs, russet harness leather, edge-trimmed chamois skins, thick russet leather strap backs, light-heavy and medium harness leather sides, and vegetable-tanned chrome leather; for itemized invitation contact N. Y. Q. M. Procurement Agency, 111 East 16th St., New York 3, N. Y.; delivery to various destinations must be completed by July 31, 1952; opening, New York, 11 a.m.; this procurement for the Regular Army.

### INVITE LEATHER BIDS

Invitation for Bids have been issued by the New York Quartermaster Procurement Agency, 111 E. 16th Street, New York 3, N. Y., on QM-30-280-52-1747, covering Miscellaneous Leather Items, 67 items, various quantities of each.

Bids will be opened May 28, 1952 at 11:00 a.m. (EDST) at the New York office. This procurement is for the U. S. Army.

### BID ON OXFORDS

Chris Laganas Shoe Co., Lowell, Mass., was low bidder at the opening of Navy Invitation No. 626 — 9,100 pr. black leather service oxfords—offering to supply all at \$4.04 per pr.; 30 days acceptance, net. There were five other bidders:

Endicott-Johnson Shoe Corporation, Endicott, N. Y.; all \$4.185; ten days acceptance, net.

General Shoe Corporation, Nashville, Tenn.; all \$4.89; fifteen days acceptance, 1/10 of 1% in ten days.

A. S. Kreider Shoe Co., Annville, Pa.; all \$4.19; 15 days acceptance, net.

Craddock-Terry Shoe Corp., Lynchburg, Va.; all \$4.15; ten days acceptance, 1/10 of 1% in 30 days.

The Selby Shoe Co., Portsmouth, O.; all \$5.577; 21 days acceptance, net.

### ELEVEN HEEL BIDDERS

Two rubber heel manufacturers shared the low bid at the opening of Army Invitation No. QM-30-280-52-1475; B. F. Goodrich Co., Akron, O., submitted the low bid for item a) 23,328 pairs women's jr. rubber heels; offering to supply all at .065 per pair. Terms, 2% in 20 days, 60 days acceptance. The low bid for item b) 56,592 pairs cuban rubber heels was submitted by Plymouth Rubber Co., Canton, Mass. The firm offered all at .0570 per pair; 60 days acceptance, no discount. There were nine other bidders.

### OWEN LEAVES TRADE

George Owen, Jr., famed all-around Harvard three-sport star during the 1920's, more recently known as a manufacturer of specialized athletic shoes, has resigned from his executive position with R.O.K. Shoe Co. in Boston. Owen has joined the staff of Vermont Academy, Saxtons River, Vt., as an administrative assistant to the headmaster.

A graduate of Harvard, class of 1923, Owen leaped into prominence on the nation's sport pages by starring in hockey, baseball and football during his three years of varsity play. He later played several years with the Boston Bruins professional hockey team.

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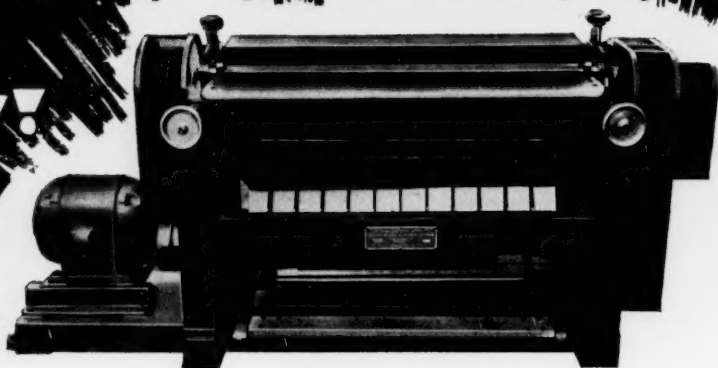
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Check the Lightning features on this page and then write for further information.

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## PRICE LEAVES OPS; REJOINS HIDE EXCHANGE

Edward J. Price, prominent hide and skin executive, has resigned his position with the Office of Price Stabilization. Price has been in charge of hide price ceiling enforcement with the OPS since July 2, 1951.

Price has resumed his duties as inspector in chief of the hide bureau of the Commodity Exchange, Inc., in New York. He had held this post for three years before taking a leave of absence to join OPS.

A leading hide and skin official for many years, he was responsible for enforcement of hide price ceilings within the industry. Associates tendered him a farewell dinner May 9 in a Washington, D. C., restaurant.

## Diamond Alkali Sales Up In First Quarter

Net sales of Diamond Alkali Company, Cleveland, Ohio, for the quarter ended March 31, 1952, were \$20,501,624 as compared to \$18,977,055 for the same period of 1951. Raymond F. Evans, president, told stockholders at their annual meeting in Cleveland this week.

First quarter 1952 net income after provision for Federal income and ex-

cess profits taxes was \$1,646,369 which, after payment of the Preferred stock dividend, is equivalent to 67 cents per share on 2,260,103 shares of Common stock. This compares with net earnings of \$1,658,391, or 73 cents per share of Common stock on the same number of shares for the first quarter of 1951, after restating Federal Income Taxes to the actual average rate for 1951. Sales and earnings of Kolker Chemical Works, Inc., were not included in first quarter 1951 figures.

## Schnitzer Surprise Visitor At Popular Show

One of the brighter moments at the Popular Price Show in New York this week was the surprise appearance of Julius G. Schnitzer, Chief of the Hide and Leather Division of the National Production Authority.

Schnitzer was a special guest at a press luncheon held Monday noon at the Hotel New Yorker. The NPA Leather Chief has been incapacitated for the past month following a cerebral thrombosis. Friends revealed that he had received more than 1800 wires and letters during his stay at Emergency Hospital in Washington, D. C.

## New Post for Long



James F. Long has been appointed to the newly created post of Manager of District Offices in charge of Sales and Service for Compo Shoe Machinery Corp. This marks the greater attention being given sales and service at Compo by newly-installed President Charles W. O'Connor. Long has been with the company for 21 years and has served as Sales Manager for the past year.

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## BRITISH BAN CATTLE SHIPMENTS

### Wage Battle Against Hoof And Mouth Disease

Movement of cattle through England, Wales and half of Scotland has been banned by the British Government in a desperate effort to check the spread of the dread hoof-and-mouth disease.

The action marked the first time since 1937 that the Government has prohibited movement of cattle over such a wide area. It indicated how seriously the disease has hit cattle in various English centers.

Spokesmen for the Ministry of Agriculture denied that the action meant any worsening of the situation in England but they admitted that the area in which contaminated cattle have penetrated has widened considerably. No cattle may now be shipped out of affected areas except by official permission.

Outbreaks of the disease were also reported on the Isle of Jersey and importation of cattle from Channel islands was also banned. A total of 12 veterinary surgeons have been sent from Northern Ireland to aid in combating the disease in England and Scotland.

### Pratt Holds 4th Graduation Since Re-Opening

Pratt Institute School of Leather and Tanning Technology, Brooklyn, N. Y., reports it will shortly hold its fourth graduation ceremonies since re-establishment of the leather school in 1943.

A. W. Goetz, director, discloses that 90 men will have been graduated by May 29. A total of nine graduated last Jan. and 16 more were given diplomas on May 14.

During the past year 40 men from 24 leather firms and five others of the allied trades attended the school's short-term courses. Representatives from the industry included assistant foremen, foremen, superintendents and salesmen.

### OPEN SOLE BIDS

Low bidder under Army Invitation QM-30-230-52-1664 was Morris Feldstein & Son, Inc., New York City, who offered to supply the total quantity of 50,000 lbs. of leather, sole, strip, 13" wide at 10,000 lbs. \$5645; 10,000 lbs. \$5845; 15,000 lbs. \$6045; and 15,000 lbs. \$6145; 15 days acceptance, 1% in 30 days. There were 11 other bidders.

## The American Leather Chemists Association Convention Technical Program New Ocean House Swampscott, Massachusetts June 1-4, 1952

Sunday, June 1

### Committee Meetings

	Time
<b>VEGETABLE LEATHER</b> Tan Analysis	Mr. Stanbery afternoon
<b>MINERAL LEATHERS</b>	Dr. Seligsberger 7:30 P.M.
<b>PHYSICAL TESTING</b> Physical Tests	Mr. Maeser
<b>LEATHER FINISHES</b>	Mr. McKee 3:00 P.M.
<b>PREPARATORY TANNING OPERATIONS</b>	Dr. Merrill
<b>TANNERY PRACTICE</b> Industrial Waste Disposal	Mr. Wagoner
<b>STANDARDS AND SPECIFICATIONS</b>	Mr. Telander 8:00 P.M.

Monday A.M., June 2

### OPENING SESSION

President's Address

Business Meeting

### STUDIES CONCERNED WITH THE STRUCTURE OF COLLAGEN III.

N. M. Wiederhorn, G. V. Reardon, A. R. Brown,  
Research Division, United Shoe Machinery Corp.

### TANNAGE FACTORS AND THEIR EFFECTS ON LEATHER CHARACTERISTICS

W. B. Zacharias, C. W. Mann, E. T. Seiner, F. C. Hookowitz,  
Research and Development Laboratories, Philadelphia Q.M.C.  
**DEVELOPMENT OF A FLEX-TENSION TEST FOR LEATHER.**

T. J. Carter, J. R. Kanagy,  
National Bureau of Standards.

### THE REACTIONS OF FORMALDEHYDE WITH VEGETABLE TANNED LEATHERS.

S. S. Kremen, Tanners' Council Research Laboratory.  
**LUNCH**

Monday P.M., June 2

### VEGETABLE TANNINS—THEIR BLENDS AND CHARACTERISTICS.

E. S. Flinn, G. W. Stanbery,  
Tanning Extract Division, The Mead Corp.  
**STRUCTURE OF PHLOBATANNINS.**

R. C. Putnam, J. C. Rockett, A. V. Bowles,  
Research Division, United Shoe Machinery Corp.  
**CHEMICALLY MODIFIED TANNINS.**

K. P. Monroe, Standard Dyewood Company.  
**THE STRUCTURE OF CHESTNUT TANNINS.**

W. R. Browne, R. C. Putnam,  
Research Division, United Shoe Machinery Corp.  
**TENNESSEE VALLEY OAK BARK AS A SOURCE OF TANNINS.**  
C. W. Beebe, F. P. Luvisi, M. L. Happich,  
Eastern Regional Research Laboratories, Philadelphia, Pa.  
**TECHNICAL COMMITTEE BOARD WILL MEET AT 8 P.M.**

Tuesday A.M., June 3

### ZIRCONIUM TANNAGE VI. ANALYSIS OF LEATHERS CONTAINING ZIRCONIUM.

I. C. Somerville, J. Wendkos,  
Rohm & Haas Company.

### SOME RECENT ADVANCES IN THE THEORY OF THE STRUCTURE OF COLLAGEN AND OTHER FIBROUS PROTEINS.

F. O. Schmitt, Massachusetts Institute of Technology.  
**THE USE OF CARBON DIOXIDE FOR DELIMING.**

E. E. Ochs, John R. Evans Co.  
**APPLICATION OF SPECTROPHOTOMETRY AND COLOR  
MEASUREMENT ON LEATHER.**

H. R. Davidson, General Aniline & Film Corp.

#### NOTES ON THE CROCKING OF SUEDE LEATHER.

R. C. Journey, Jr., C. H. Geister,  
E. I. du Pont de Nemours & Co., Inc.

Wednesday A.M., June 4

#### STUDY OF THE BURST TEST AS APPLIED TO MILITARY UPPER LEATHER.

E. B. Randall, C. W. Mann, J. R. Kanagy, J. Mandel,  
Bureau of Standards.

#### THE CORRELATION BETWEEN SOME PHYSICAL PROPERTIES OF LEATHER.

R. M. Lollar, W. T. Roddy,  
Tanners' Council Research Laboratories.

#### PRACTICAL TANNING PROBLEMS.

New England Tanners' Production Club.

#### Market News Available At Hide Meeting

Merrill Lynch, Pierce, Fenner & Beane, financial house with offices in 97 U. S. cities, has made arrangements to install a ticker tape at the Hotel Cleveland, Cleveland, O., on May 19-20 when the National Hide Association stages its annual meeting.

John K. Minnoch, executive director of the NHA, said the ticker will be used to furnish hide men and tanners with market information, particularly of the hide futures market, during the two-day meeting.

#### NEW YORKERS SEE FINE LEATHER EXHIBIT

The Government of Australia and several leading U. S. shoe and leather goods manufacturers have joined in sponsoring an exhibit of various leathers and leather goods in the Rockefeller Center Concourse, New York City.

Featured in the exhibit is a display of sheep, calf, kangaroo and crocodile skins and leathers as well as various products which are made from these leathers. The exhibit will remain at Rockefeller Concourse Shop No. 30 until June 6.

Photographs show the animals in their native habitats and the processes through which the skins pass before becoming fine leathers and then quality shoes, handbags, suitcases or other leather products.

Among the shoe manufacturers contributing to the display are Florsheim Shoe Co., Chicago; Connolly Shoe Co. of Stillwater, Minn., and Douglas Shoe Co., all of which manufacture men's shoes of kangaroo leathers. Cowboy boots exhibited are a specialty of Nocono Boot Co., Nocono, Texas.

The Massachusetts Institute of Technology recently found by extensive tests that kangaroo has the strongest tensile strength, weight by weight, of all leathers. Because the kangaroo skin is interwoven rather than layered, it is rated at 117 percent in tensile strength, compared with 100 percent for kid, 87 percent for India goat, 86 percent for calf, 72 percent for cowhides and 32 percent for buckskin.

Ziegel-Eisman & Co. of Newark is currently exhibiting kangaroo leathers, shoes and products at the Roxy in New York where the Australian movie "Kangaroo" is showing. Its associate company, Goldsmith Leather Co., has contributed Australian suede kid and reptile leathers to the exhibit.

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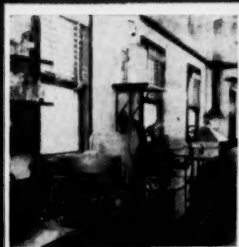
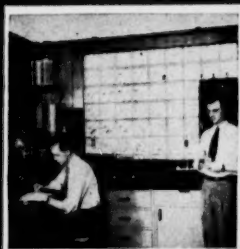
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Puritan, Goodyear, Littleway and McKay

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## LEATHER — Yesterday

AT "Extract City" in Port Allegany, Penna., every facility for the most comprehensive testing and analysis of tanning extracts and materials has been provided. American Extract Company's plant, recently enlarged for the third time since 1934, is staffed by a corps of technicians whose know-how on tanning problems is unsurpassed.

These men, plus the most efficient laboratory equipment in the country, have but one objective . . . to help you get better results faster, more efficiently, and with greatest long-run economy.

When you place your tanning materials and extract problems in our hands you can be sure of individualized attention that considers every phase of your situation, and be sure, too, of recommendations which will mean simplified operation in your plant and a better leather product.

The fact that the tanning industry is now using more than 6½ million pounds of American Extract products each month is the best proof we can offer you that we are doing the kind of job you want done.

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***Extract Company***

PORT ALLEGANY, PENNSYLVANIA



# Person to Person

• **Jules A. Schneider** has been appointed New York metropolitan representative of Raymik Shoe Fabrics.

• Long Island University recently awarded its 1952 "Man of the Year in Retailing" Award to **Max Hess, Jr.**, president of Hess Bros., Allentown, Pa. The award was made at a special dinner for 1,000 LIU students and store presidents at the Hotel St. George, Brooklyn.

• **Miss Charline Osgood**, director of the Kid Leather Guild, last week delivered a radio address over Station WEW, St. Louis, Mo. Her subject was "Put Your Best Foot Forward in Kid."

• The New York Fashion Institute of Technology has named a shoe industry committee to help raise contributions for the school. Among those appointed are **Irving Glass**, Tanners' Council of America; **Marie Norton**, N. Y. Shoe Mfrs. Board of Trade, and **Harold Gessner**, Nat. Assoc. of Slippers and Playshoes Mfrs.

• **J. Baxter Richardson** will represent the Daytimer Shoe Co. in Northern N. Y. State and the N. E. states.

• **T. D. Oster**, 21 Spruce St., New York City, has been named New York representative of the Marlborough Innersole Co., Marlboro, Mass.

• **Mrs. Michelle Murphy**, design research consultant, and **David Evins**, Evins, Inc., were guest speakers at a special luncheon, May 6, for industry and trade press officials at the Sky Top restaurant, Brooklyn. The luncheon was an invitation affair conducted by the costume design department of the Pratt Institute, Brooklyn.

• **Rev. Philip Dobson, S.J.**, director of St. Peter's College of Industrial Relations, was recently made an honorary member of the N. Y. Shoe Supts. and Foremen's Assoc. He was presented a suitable scroll by Chairman **Lawrence Engel**.

• **John Mazziotti**, formerly associated with Roberta Roberts, slipper firm, has joined the executive staff of Gerry-Nufoam Corp., New York City.

• Fitting room foreman **Leo Resnick** is now associated with Paramount Footwear Co., Garfield, N. J.

• Federated Department Stores, Inc., has announced the appointment of **Howard Menitove** as buyer of men's, boys' and children's shoes at Fedway Stores.

• **Ernest Lamb** has been named sales supervisor for N. Y. state, and **Charles C. Stone** sales representative for upper N. Y. state by Tyer Rubber Co.

• **Barbara Trent**, fashion coordinator, has resigned from I. Miller & Sons, Long Island City. No successor has been named as yet.

• **Anthony Terranova**, lasting room foreman formerly with the Triple Novelty Co., Maspeth, L. I., has joined Gerry-Nufoam Co.

• **Larry Leinwand** has been appointed New York City representative by Felch-Anderson, buckle manufacturing company.

• **Donald M. Houghton**, chairman of the board of Atlas Tack Corp., has been elected president by the company's directors, succeeding the late Sherman M. Bowles. Mr. Houghton is also a director of Phoenix-Apello Co. and Alliance Mfg. Co., affiliated with Atlas.

• Among four new trustees elected to the Cincinnati Better Business Bureau Board was **Edward C. Orr**, president of the Potter Shoe Co.

• **Mollie Gable** has been appointed division head and buyer of women's fashion accessories for Fedway Stores, division of Federated Department Stores, Inc.

• **Clark Gamble**, president of the Brown Shoe Co., has been elected a director of Stix, Baer and Fuller.

• Shoes Associated, Norfolk, Va., at its annual meeting named **Edward C. Orr** as new president.

• **Richard V. A. Hubbell** has been named manager of the foreign department of USMC. Hubbell has been with USMC since 1920 and has been assistant manager of the foreign department in Boston, Mass. **Raymond J. Belliveau** has been named to Hubbell's former position.

• **F. W. Hoffman**, president of the Cudahy Packing Co., Omaha, Neb., since 1944, will retire the latter part of May. **Louis F. Long**, president of the Red Wing Co., Fredonia, N. Y., will succeed Hoffman. Mr. Hoffman began his service as a messenger boy with Cudahy 50 years ago.

• **Phil W. Lown**, Auburn, Me., has been named Maine State Chairman of the United Jewish Appeal.

## A Rubber Roll Problem?

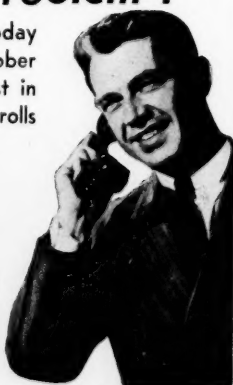
Have an Ellis-Allen representative call today to solve any problems concerning rubber covered rolls. When you want the best in quality and service, specify Ellis-Allen rolls and be sure of the finest.



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## LEATHER SALES STILL ACTIVE AS MARKET STRENGTHENS AGAIN

### Tanners Report Good Volume Of Business With New Price Advances

Sole leathers continue recent spurt as demand widens. Calf stronger and active, kid only fair. Sides and splits wanted.

#### New York Leather Market

**Upper Leather:** Tanner representatives here have had price increases of around 2c to 3c per foot on leather on their list prices but report best increase they can get in sales is about 1 cent. For instance on large spread elk sides the prices they have been selling at were 36c and down and now 39-38c and down is being asked. However, many leather salesmen report that they can seldom get over 37c and down for good quantities of leather. Considerable interest in trends at the Popular Price Shoe Show this week in New York. Attendance has been heavy. Reports are that shoe orders are being placed.

**Calfskins:** Tanners have had an increase in demand for calfskins and able to obtain higher asking prices of 90c and down for women's weight suede and 75c and down for smooth women's weight calf. This is not general as some tanners report not too much of an increase. Most say their customers are waiting until after the Shoe Show before they go ahead and order. Most traders are optimistic about the future of the calfskin market due to its low price and the fact that it can be used in many of the low priced shoe lines.

**Sole Leather:** Sales better in sole leather both in bends and offal and price increases realized. Heavy weight bends of 10 iron and up reported selling at 50c and 9/10 iron at 54c which is about 4c per lb. up over the lows. Nothing much said about light weights and 66c is generally heard but some tanners are talking 70c and better there. Bellies are firmer with 24c noted on cows and steers and some are asking increases over that. Shoulders have seen 2c to 3c advances with heavy double rough at 49-50c and lights 55-56c. Cut sole sales much improved with reports the women's weight doing better than men's.

#### Sole Moving


Boston sole leather tanners report another active sales week. Continued strength of hide market apparently brings leather buyers back to market in a hurry. Most tanners report good sales across the board in all selections.

There is not too much leather around as tanners maintain cautious policy, both on hide and leather commitments. Most leather is for 4-6 weeks delivery with tanners not willing to go any further ahead.

Prices on the whole about 4c above low levels on bends. Tanners say this is about right for recent hide market developments with better quality hides now here. Most agree they do not anticipate runaway market, say it would be the worst possible happening for sole leather


market. At last sales, 10 iron and above bends brought 50c and down, 9/10 irons about 50-54c with some asking a cent or so more; selected light bends in high 60's, others around middle-60's.

Sole leather tanners of Philadelphia find increase in activity. No stampede by buyers, yet definite interest in all kinds of sole leathers. Factory bends in good demand. Even findings have picked up, and have a market. Demand for heads and bellies. As hide prices increased, so



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**BENDS  
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BELLIES  
CUT STOCK**

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**Specialty Leathers  
for Belting,  
Hydraulics, Textiles,  
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tanners found it necessary to increase their prices. For this reason, prices are in a fluid state and any quotations made are subject to change without notice. While some tanners have quotations available, they feel it is inadvisable to use them for publication, since daily changes are inevitable under the present circumstances.

### Sole Offal Improved

Boston sole leather offal tanners and dealers say market continued to show definite improvement. Sales, particularly of bellies, are exceptionally good at strong prices. By end of week, most tanners were pretty well cleaned of finished bellies. Many selling bellies in the hair.

Prices about 2c higher than week ago. Most bellies, both cow and steer, bring 24c. Some tanners asking 25c and even 26c but volume is at 24c. Double rough shoulders somewhat better, prices all over the lot at 42-49c. Single shoulders reported somewhat improved but not enough to peg price trend. Fore shanks still fair at 14-16c, hind shanks at 16-18c.

### Calf Wanted

Calf leather tanners in Boston report themselves fairly satisfied with week's developments. Rise in skin market at midweek prompted some to raise prices average of 2c above former level; one or two raised lists by 3c. Those that have held lists near former level able to sell good deal of leather at steady prices.

Most tanners feel present level is healthy, do not want to see finished leather prices rise much further. The increases throughout leather market reflect correctly present values, they believe, and buyers appear willing to go along.

Women's weight smooth calf in best demand. Prices range about 81c and down for better grades; volume at 70c and below. Men's at 97c for top grades with good sales in 80's

and below. Suede should be near peak of season; 85-90c and down.

### Sides Stepping

Strength in hide market this week almost immediately reflected in side leathers. Boston tanners report active selling week at steady to higher prices. Many tanners now getting 2-3c above former asking prices; others hold firm to lists but refuse any concessions so common recently. Tanners say most advances are in middle of price range.

Heavyweight combination-tanned extremes active at 49c and below. Some tanners ask up to 50c but slower here. This is for 4-4½ oz. extremes. Chrome tanned extremes fairly active at 44c and below. Heavyweight combination-tanned kips moving at 52c and down. Sides about 44c and below. Work shoe retan 36c and below.

### Kid Leather Slow

Kid leather tanners of Philadelphia report business slow. They look forward to some increase in the near future, however. Developing interest by shoe manufacturers in sole leathers, and other indications that they are going into steady production soon, should reflect back on the kid leather people. Also, tanners missed a good Fall season because manufacturers had been heavily stocked from previous year. However, tanners feel that the stock should be fairly well depleted by this time, and manufacturers will have to buy if they want to make shoes.

In actual current business, not too much activity. Black suede is finding a market. In glazed, talk about colors but no one making too many sales. Some tanners expect a big black glazed market as soon as things pick up.

Slipper dull. Some tanners find enough interest stirring to consider that it is good business to send out samplings in a variety of colors. Nothing new in linings. Most tan-



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MANUFACTURERS OF HIGHEST QUALITY SHOE NAILS

ners report no business in crushed. Satin mats practically dead; even those who make a specialty of this type of leather are finding little demand. No new price quotations given by tanners. Rawskins weaker, more to tanner's liking when he buys.

Average prices quoted:

Suede 32c-92c  
Linings 25c-60c  
Glazed 25c-90c  
Crushed 35c-75c  
Slipper 25c-60c  
Satin Mats 69c-1.20

### Belting Leather Spotty

Belting leather tanners in Philadelphia find some renewed interest developing among buyers. No great rush in business, yet indications are that fairly active buying will develop.

**AVERAGE CURRIED LEATHER PRICES**  
Curried Belting Best Selec. No. 2 No. 3  
Butt Ends ..... 1.22-1.35 1.18-1.30 1.14-1.20  
Centers 12" ..... 1.51-1.62 1.39-1.57 1.26-1.35  
Centers 24"-28" ..... 1.45-1.58 1.39-1.53 1.30  
Centers 30" ..... 1.29-1.52 1.34-1.46 1.29-1.30  
Wide Sides ..... 1.12-1.28 1.08-1.23 1.01-1.08  
Narrow Sides ..... 1.04-1.20 1.00-1.16 .94-1.00  
Premiums to be added: Heavy—minus 5c-10c;  
Ex-Heavy—minus 2c to plus 5c; Light—plus  
10c-21c; Ex Light—plus 25c.

### Work Gloves Steady

Market holding fully steady at the lately established trading levels. LM weight work glove splits quoted at 12c, 11c and 10c for the three grades and M weight alone at a cent higher basis. Majority of producers have accepted business now on this level; some sellers inclined to try for little more money by about a cent, especially for very desirable quality lots.

Thus far, it cannot be confirmed that buyers have reached for new supplies but more interest shown and further scattered purchases indicated at going prices. It is possible certain desirable lines have brought premiums but buyers generally not in mood to pay advances.

### Garment Leather Firm

Some business of routine character done in the various descriptions of garment leather, reflecting the steady interest which has been shown at prevailing prices during past several weeks. Best demand continues for suede sheepskin leather and lists continue around 31-32c for top grades. Reports of some fair to good suede garment leather changing hands around 29c.

On a volume basis, 26c has been the ruling price for tannery run. Grain type garment leather remains quotably unchanged and occasional sales still being made at prices ranging from 26c for tannery run up to 32-33c for the better descriptions. Horse hide garment leather a shade firmer, possibly influenced by the recent upturn in the rawstock market. Good tannages have been sold at steady prices of 36c, 34c, 32c and 30c for four grades and some tanner lists are understood to be a cent or two higher. Around 33-34c is still a quotable range for average price basis.

### Bag, Case & Strap Steady

Steadier undertone and prices are holding about unchanged. Occasional purchase made last minute requirements for the summer handbag trade as buyers have been drawing steadily upon their inventories and find that replenishment buying is necessary to fill gaps. No efforts being made to build up inventories but some buying on a "hand-to-mouth" basis is being done.

Case leather purchases are of this character and market is quoted at 48c and down for 2½ ounce and 52c and down for 3 ounce descriptions. Strap leather remains steady and lists on Grade A russet are ranged 55c and down for 4 5 ounce; 57c and down for 5/6 ounce; 59c for 6 7 ounce; 61c for 7 8 ounce; 63c for 8/9 ounce; 66c for 9 10 ounce and 69c for 10 11 ounce. B grade russet is quoted 4c less and C grade another 4c less. Colors are still bringing 2c above russet and glazed strap 3c more, for grade A and 4c less for B grade and 4c less for C grade also applies to colors and glazed. Prices are on the upgrade and sales made are at prices that are rising with the market. This is also a reason for optimism.

While shoulders are not selling for men's belting, there is good business from the wetting men. Actual price quotations not available because they vary almost every day. Carriers haven't felt any increase in business. They feel that fact that prices are firming up is good sign, and are optimistic that future will bring an increase.

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FOR  
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## Tanning Materials Ease

Additional price adjustments of raw tanning materials made this week. Buying interest moderate. Tanning Extracts firm. Quotations in tanning oils market unchanged. Buying interest usually for actual requirements.

### Raw Tanning Materials

Divi Divi, Dom., 48% basis sht'p, bag	\$ 68.00
Wattle bark, ton	.....
"Fair Average"	\$100.00
"Merchantable"	\$ 97.00
Bumac, 28% leaf	\$135.00
Ground	\$135.00
Myrobalans, J. 1's	\$50.00
Crushed \$66.00	J. 2's \$43.00
R. 1's	\$50.00
Valonia Cups, 30-32% guaranteed	\$65.00
Valonia Beards, 42% guaranteed	\$86.00-\$87.00
Mangrove Bark, 30% So. Am.	\$56.00
Mangrove Bark, 38% E. African	\$77.50

### Tanning Extracts

Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant	
Tank cars	4.25
Barrels, c.i.	5.10
Barrels, l.c.l.	5.42
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant	
Bags, c.i.	10.92
Bags, l.c.l.	11.65
Cutch, solid Borneo, 55% tannin, plus duty	.08%
Gambler Extract, 25% tannin, bbls.	.09% .12
Hemlock Extract, 25% tannin, tk. cars f.o.b. works	.0825
Bbls. c.i.	.08%
Oak bark extract, 25% tannin, lb. bbls. 6 1/4-6 1/2, tks.	.06%
Quebracho extract	
Solid, ord., basis 63% tannin, c.i. (plus duty) So. African	.11 31/64
Solid clar., basis 64% tannin, c.i.	.12 3/16
Liquid basis, 35% tannin, bbls.	.....
Ground extract	.....
Wattle extract, solid, c.i. (plus duty) So. African	.11%
Wattle extract, solid, c.i. (plus duty) East African	.11%
Powdered super spruce, bags, c.i. 1/4; l.c.l.	.05%
Spruce extract, tks., f.o.b. wks.	.01%
Myrobalan extract, solid, 55% tannin (plus duty)	.10%
Myrobalan extract, powdered, 60% tannin (plus duty)	.10%
Valonia extract, powdered, 63% tannin	.9%
Oak Bark Extract, Powdered, Swedish, 65% tannin	.12%
Quebracho Extract, Powdered, Swedish spray dried, 80% tannin	.16%
Wattle Extract, Powdered, Swedish, 73% tannin	.16
Powdered Spruce, spray dried, Swedish	.3%

### Tanners' Oils

Castor oil, No. 1 C.P. drs. l.c.l.	.31%
Sulphonated castor oil, 75%	.27%
Cod Oil, Nfd., loose basis, gal.	1.08
Cod, sulphonated, pure 25% moisture	.14%
Cod, sulphonated, 25% added mineral	.12%
Cod, sulphonated, 50% added mineral	.11%
Linseed oil tks., zone 1	.182
drums, c.i. 177, l.c.l.	.187
Neatsfoot, 20" C.T.	.32
Neatsfoot, 30" C.T.	.30
Neatsfoot, prime drums, c.i.	.16%
l.c.l.	.18%
Neatsfoot, sulphonated, 75%	.18
Olive, denatured, dra. gal.	2.40
Waterless Moellon	.16
Artificial Moellon, 25% moisture	.13
Chamois Moellon, 25% moisture	.11
Common degreas	.14%
Neutral degreas	.27%
Sulphonated Tallow, 75%	.12
Sulphonated Tallow, 50%	.08
Sponging compound	.14
Split Oil	.12-.14
Sulphonated sperm, 25% moisture	.15%
Petroleum Oils, 200 seconds visc., tks., f.o.b.	.17
Petroleum Oils, 150 seconds visc., tks., f.o.b.	.16
Petroleum Oils, 100 seconds visc., tks., f.o.b.	.14

## CONTRACT TANNING of SPLITS and SHEEP

### AGENTS

GEO LIMON TANNING CO  
Peabody, Mass.  
A. J. & J. R. COOK CO.  
San Francisco, Los Angeles  
WALTER HARDTKE  
Milwaukee  
BIRON & CAHN  
New York



## CONTRACT FINISHING of ALL KINDS

### AGENTS

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Cincinnati  
J. S. NORMANDE  
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# NEW ADVANCES RECORDED ON HIDE AND SKIN MARKETS

## Trading Continues Fairly Active As Prices Climb At Mid-Week

### Big Packers Up

Higher prices this week in the big packer hide market, and a fair volume of business was effected at the new levels. In the initial trading on Tuesday, two big packers sold 6,100 heavy native steers from Chicago and river points to sole leather tanners who paid a half cent advance or 13 1/2c.

Additional sales 55,000 big packer hides reported. Latest price advances: heavy native steers, 14-14 1/2c; heavy native cows, 14 1/2-15 1/2c; branded cows, 14-14 1/2c; light cows, 17 1/2-18c; heavy Texas butts, 12 1/2c; Colorados, 11 1/2c. Also 35,000 calfskins sold, lights at 32 1/2c, heavy rivers at 35c, Northern at 37 1/2c, St. Pauls at 40c.

Also, about 2,400 Dec. forward light branded steers sold at 16c following an earlier sale of 1,000 Dec. forward ex. light and light branded steers at 17c and 15 1/2c, respectively. In early trading this week, light cows

moved up on sales of about 5,700, a big packer selling Chicagos at 17c; St. Pauls at 17 1/2c; Omaha-Sioux City 17 3/4c and St. Joseph production at 18c, these prices being considered about a half cent advance.

Ex. light and light native steers also were in good demand and brought more money. About 1,300 ex. light native steers sold at 20c and 5,100 light native steers were traded at 18 1/2c. At mid-week, there was some interest shown in St. Paul heavy native steers at the usual half cent premium or 14c but packers were slow to accept bids at that level. However, it was stated in some quarters that one of the big packers had quietly sold some heavy native steers for export to Japan, reportedly at 14c. Meanwhile, new business in branded cows was slow to develop.

Last sales were on the basis of 13c for northern and 13 1/2c for lighter average Wichita branded cows of April forward takeoff but big packers generally had higher ideas, especially since one of the independent outside packers realized 14c for a car of

this selection running light average weight. Furthermore, heavy native cows advanced a cent this week as trading was confirmed Tuesday totaling about 3,000 at 14 1/2c for Chicago and Sioux City and 15c for St. Paul production. Purchase of the latter low grub point was, of course, credited to specialty tanners.

Bulls have come in for a better demand at advancing prices. One big packer late last week sold 600 St. Paul production, April forward, at 10 1/2c for native and 9 1/2c for branded; also 600 Denvers, March forward, at 9 1/2c and 8 1/2c. Later, another big packer sold 2,500 from various points at 10 1/2c and 9 1/2c.

### Independents Down

The larger outside packers did not have very many hides available to offer this week, having sold about 11,000 in the previous period which cleared most of these sellers up to current kill. Going prices have been accepted with none of the independent killers accumulating supplies. On the Pacific Coast, recent sales have tended to whittle down accumulations which developed there over the winter months but in absence of new business, prices are more or less nominal. Some independent and small packer hides have been sold for export, reportedly to Japan, but details on prices not divulged. Late last week, one of the big packers sold bulls at 3c flat for natives and brands.

### Small Packers Stronger

Continued strength in this market and further price advances recorded in latest confirmed trading. The lighter average weight productions, particularly those in the southwest, in very good demand. While some of the buying has been on speculation, there has been some appreciable buying on the part of tanners. In Texas, where hides are now much improved in quality being short haired and running virtually free of grubs, small packer productions averaging 39-40 lbs. sold up to 18c flat and there are intimations some brought a little more, possibly as much as a half cent higher for very choice plump hides.

Other Texas productions averaging 44-46 lbs. moved up to 17 1/2c flat fob. In the midwest, quite a few cars of small packers averaging from 46 lbs. up to 48 lbs. sold at 14 1/2-15c selected and buyers later paid these same prices for averages up to 52 lbs. In fact, this week several cars were sold at 15c flat for natives and brands

## HIDE FUTURES

COMMODITY EXCHANGE, INC., FUTURES MARKET

	Close May 15	Close May 8	High For Week	Low For Week	Net Change
July	16.89B	16.70B	17.15	16.52	+19
October	16.79T	16.70T	17.20	16.52	+09
January	16.60B	16.70B	17.05	16.45	-10
April	16.60B	16.72B			-12
July	16.60B	16.75B	16.85	16.65	-15
October	16.60B	16.78B			-18
Total Sales: 288 lots					

## HIDE AND SKIN QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago	Suspended Ceilings		
Heavy native steers .....	13 1/2-14	13	-13 1/2	10	-10 1/2	33	28
Light native steers .....	18 1/2	17	14 1/2			36 1/2	31 1/2
Ex. light native steers .....	20	18	16	-16 1/2		39	34
Heavy native cows .....	14 1/2-15	13 1/2-14	11	-12		34	29
Light native cows .....	17	-18	16	-17 1/2	13	-14	36
Heavy Texas steers .....	12	10 1/2	9		36	-37	31
Butt branded steers .....	12	10 1/2	9			30	25
Light Texas steers .....	16	14	-14 1/2 N	12		34 1/2	29 1/2
Ex. light Texas steers .....	18 N	9 1/2	14			37	32
Colorado steers .....	11	12 1/2	8			29 1/2	24 1/2
Branded cows .....	13 1/2-14	8	10 1/2			33	28 1/2-29
Native bulls .....	10 1/2	6	8	- 8 1/2		24	20
Branded bulls .....	9 1/2	16 1/2 N	7	- 7 1/2		23	19
Packer calfskins .....	30	-37 1/2	27 1/2-32 1/2	23	-27 1/2	77 1/2-80	65
Packer kipskins .....	27 1/2-32 1/2	22	-25	20	-24	55	-60
						50	



fob. shipping points for 50-52 lb. average and at 15c selected for 52-54 lb. average.

One car of northern small packers of 52-53 lb. avg., April takeoff, was reported to have brought up to 15½c selected, fob. Regarding heavier averages, there was very little new business and while 12c to 13c was nominally quoted on productions running around 60-62 lbs. avg., sellers often named higher ideas.

#### Country Hides Bullish

Advances scored in big packer and small packer hides have had a bullish effect upon the country market. Here too, sellers are asking various higher prices which in some instances almost seem out of reason as compared to prices tanners are willing to pay. There is some interest in buying quarters at around 10-10½c for country allweights averaging up to 40-50 lbs. from not too distant freight points with lighter hides naturally receiving preference. Asking rates, however, range anywhere from 11c up to 13½c, depending upon the sellers. Glue hides also are quotable on a higher basis or around 8c to 8½c depending on average weights.

#### Calf-Kip Improve

An improved demand not only from domestic tanners but also from export outlets has pushed up prices of skins during past ten days. Last confirmed calf trading involved 11,000 skins sold by one big packer from the smaller northern plants at 35c and 30c with St. Louis and River points bringing 32½c and 30c for heavy and light of April takeoff. Since then, at least two of the big packers have offered calf from northern points such as St. Paul and Eau Claire at 40c for heavy and 35c for light skins and at mid-week, buyers bid 2½c less on these productions.

One of the big packers sold 1,300 March-April kip at 32½c and overweights at 27½c from northern plants and an Independent outside packer sold 2,500 December forward skins on the same basis. Another big packer is reported to have sold a pack of Nashville kip for export, obtaining 35c or better for this premium point. Packer regular slunks are nominal at last trading basis of \$1.60 and large hairless quotable around 75c.

Small packer calf firmer and allweights are quoted at 24-25c, the inside price paid and outside price later asked. It is possible on today's stronger market that choicer lots would bring 25c as some sellers now have higher ideas. Small packer kip range 18-20c. In country skins, some

carload business was done at 14-15c on calf with up to 16c later quoted in some quarters while kip last brought 13-14c.

#### Horsehides Slow

Follow-up business has been slow to develop since the trading in choice northern slaughterer whole hides at \$6.50 fob., untrimmed. There has been some interest for additional supplies at up to that price but sellers have been talking advances ranging \$6.75-7.00. Trimmed hides were nominally about \$1 less although it was reported some west coast lots sold for export at \$5.25 fob. Fronts are quoted \$4.75-5.25. Butts, 22" and up, \$1.25-1.50.

#### Sheepskins Steady

Market holding about steady. Additional sales of big packer No. 1 shearlings were made this week at \$1.85-2.00 as to lots while No. 2s moved at \$1.50 and No. 3s at \$1.00 from distant high freight point. Clips were nominal at \$2.25, last paid. Large outside packers were reported to have sold May wool pelts at \$4.00 or a shade better.

Regarding genuine spring lamb pelts, some Californians were reported obtainable around \$2.50-2.60 while pullers named ideas ranging \$2.25-2.35 per cwt. liveweight basis. Full wool dry pelts remained at 28-30c fob. Winter pickled skins were quoted \$7.50-8.00 a dozen for sheep and lambs but it is understood some Californians brought \$10.00 a dz. for clear spring lambs this week.

#### Dry Sheepskins Slow

Little interest in the market. The hair sheep varieties lower but very few sales confirmed. Reported that Brazil cabrettas are available at \$11.00 per dozen, fob. while Addis-ababa butchers, 175 130-lbs., 40 50/10 selection, now offered at \$9.50 per doz., c&f., and sellers claim they cannot interest buyers. Cape gloves were available at 135 shillings, basis prime Western large and at 12½ percent less for Persian and woolly large. No late offers of dry salted Sudans, Mochas, Nigerians or Mombasas as shippers are either well sold up or else have higher ideas than what buyers here would be willing to pay.

Shearlings are slow and nominal. In view of the larger receipts and lower prices of domestic skins, buyers showing little interest in foreign shearlings. Last confirmed sales of Capes involved Durban shorts at 18 pence and longs at 22 pence, c&f. These prices considered high today even though some shippers asking

more. No chance of doing any business in Montevideo shearlings.

Pulling skins too high for buyers here and although there have been more offerings, difficult to confirm business except isolated sales. At the Australian auctions, prices advanced with Melbourne reporting 6 pence higher on merinos and crossbreds and 3 pence higher on lambs while at Sydney, there were 46,000 offered and generally two to six pence Australian currency dearer. Selling quarters here state that while some pullers have increased their ideas slightly, it is not enough as shippers at origin have almost doubled their views during the past month.

#### Pickled Skins Slow

Trading is restricted mainly due to limited offers. Understand that freezers have been holding back available supplies in New Zealand in anticipation of higher prices but buyers are slow to pay any increases and it was reported that further sales of North Island lambs involving "Kaiti" at 43 shillings, "HBMC" at 46 shillings and "Patea" at 56 shillings while South Island "CFM" lambs said to have sold 59-60 shillings. Prices vary as to brands. The domestic market is nominally unchanged as sellers are trying to clear their winter skins. Some good Iranian skins on spot were sold at \$11 per dozen.

#### Reptiles Quiet

Some trading in Madras bark tanned whips, 4 inches up, averaging 4½ inches, 70 30 selection at 68c and a very good lot averaging 4¾ inches at 75c. The market is ranged 68-70c and 72-74c, respectively, as to shippers. Cobras, 4 inches up, averaging 4½ inches, 70 30, said to be available at last trading basis of 50c. No interest in vipers and 5 inches up, averaging 5½ inches, 30 20, available at 40c.

There have been more offers of lizards but shipment usually July forward and buyers, when interested, do not want any later than June as otherwise may arrive too late for this season. Calcutta oval grains, 40/40 20, 90/10, variously quoted from 16-18c as to shippers with reports that France has been buying and paying around asked levels. Agra back cuts, 9 inches up, averaging 10 inches, 80/20, available at 27c with some late sales at 28c. Bengal back cuts variously offered at 67-70c, as to sizes and delivery. Calcutta whips, 4 inches up, averaging 4½ inches, 60 40, held at 56c.



# NEWS QUICKS

About people and happenings coast to coast

## Missouri

• Final arrangements have been reported made at Monett, Mo., by the industrial committee of the Chamber of Commerce and the **Vaisey-Bristol Shoe Co.**, of Rochester, N. Y., for the purchase of a tract of land from the Frisco railroad for the construction of a shoe factory. Construction of the new building is expected to get under way within a year with a 15,000-square-foot plant to be erected at a cost of around \$65,000. The shoe company has agreed to employ a minimum of 25 additional workers.

• The **International Shoe Co.** announces its plans to open a new warehouse and distribution center at Hannibal with a million and a half pairs of shoes to be handled annually.

## California

• **Pladium Shoe Mfg. Co.**, Costa Mesa, has established a new factory with plans to turn out 2,000 pairs of

sandals daily. Pladium has also moved its Los Angeles offices to the new plant.

• It is reported that **C. F. Bally, Ltd.**, Switzerland, has taken over control of **Frank Werner Shoe Co., Inc.**, San Francisco. New officers are: J. W. Barbey, president; W. Harvey Moody, exc. vice-pres.; Edward Harris, sec'y; and I. J. David, gen'l merchandise mgr.

## Massachusetts

• A slipper factory, which at full capacity may employ 250 persons, will start production June 1 in Fall River, officials of the **Savage-Wayne Co.**, Los Angeles, Calif., have announced. Full output is expected to be reached in a year's time.

• **Bolita Ballet, Inc.**, maker of dancing and acrobatic footwear, has added equipment and factory space to double its production, making a capacity of 1,800 pairs daily, according to company spokesmen. The firm makes only hand-lasted footwear.

• **Nashua Slipper Corp.**, Island St., Lawrence, is reported removing its factory to new and larger quarters on Canal St.

## New Jersey

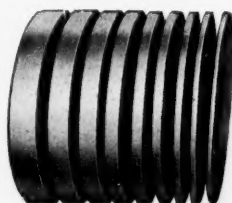
• **Calco Chemical Division, American Cyanamid Co.**, reports that business conditions have forced the layoff, temporarily, of about 100 persons at Bound Brook. More than 4,000 workers are employed by the company. Furloughed employees have been assured they will be rehired as soon as consumer demand permits increased production schedules.

## Ohio

• **Wheeler, Kight & Gainey, Inc.**, has been appointed to handle the advertising and sales promotion for all lines of women's shoes manufactured by the **Irving Drew Corp.**, Lancaster, and its subsidiary, **Blue Grass Shoe Co.**

## Virginia

• The Textile Workers Union of America has been named as bargaining representative for employees of the **Virginia Oak Tannery Co.**, Luray, Va., the National Labor Relations



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DELIVERY

Board reports. In an election held April 23 the CIO Union defeated the Tannery Workers of Page County by a vote of 82 to 66. Of 160 eligible voters, 148 participated.

## Pennsylvania

• A two-story warehouse with 27,000 square feet of space has been purchased by the **Dial Shoe Co.**, 20-store chain in Philadelphia, and will be in operation by mid-July.

## New York

• It is reported that **Esskay Handbags**, 286 Fifth Ave., New York City, recently consummated a 25% cash settlement with its creditors.

• **Castle Trimming Co.**, 327 West 36th St., New York City, has moved to larger quarters in the same building it has operated in at that address for many years. The firm is the manufacturer of "Finedge Bindings."

• An involuntary bankruptcy petition has been reported filed in New York City against **Barry Belt & Novelty Corp.**, 260 West 39th St., with claims of three creditors said to total \$2,695.

• Voluntary bankruptcy petitions are reported filed in New York Southern District Court by the **New England Production Corp.** and by the **Sidney Braun Corp.**, manufacturers of leather products at 1860 Broadway.

• **Beacon Footwear Corp.**, 451 Hudson Ave., Brooklyn, recently suffered considerable damage through fire.

• **The Belgrade Shoe Co.** will shortly move its New York sales office to Room 431 in the Marbridge Bldg., 34th St. and Broadway.

• Three New York branch stores have been opened by **National Shoe Stores, Inc.** They are located at 991 Southern Blvd., The Bronx; 472 Fifth Ave., Brooklyn; and 31-35 Steinway St., Astoria, Queens. This brings their total store number to ninety.

• **Industrial Latex Co.**, New York City, will move its headquarters and manufacturing facilities to enlarged quarters at Wallington, N. J. They make industrial adhesives and coating compounds.

• **The Gelburn Shoe Mfg. Co.**, New York City, has changed its name to **Burn Shoe Mfg. Co., Inc.**, and will produce a fashion line under the trade mark "Casa Dante."



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• The New York Consulate General of Pakistan has announced export licensing regulations of that country's hides and skins. Pakistan's government recently announced that raw goat skins will continue to be freely exportable, without a license, to U. S. and other countries of the dollar area. However, exporters must obtain licenses for exporting goat skins to all other countries. Pakistan cow hides, buffalo hides, and sheep skins may be exported to all destinations without a license. Export licenses for all other skins will be issued freely without restrictions.

• **Tyer Rubber Co.**, 159 Duane St., New York City, recently suffered fire losses in a blaze that injured ten firemen, cast voluminous smoke over the downtown Manhattan area and tied up traffic. Six employees escaped uninjured.

• Coordination of fashion shows and related activities will be handled by the newly organized **Fashion Coordinators Institute**, which has its offices at the Hotel Sulgrave, 67th St. and Park Ave., New York City.

• It is reported that approximately \$1,500 was realized at the assignee's sale of **Biltwell Bags**, 3 West 29th St., New York City.

• **Henry M. Rotenberg**, handbag manufacturer, has purchased a five-story factory building at 85 Newark Ave., Jersey City, N. J., and will move his Garfield, N. J., plant to the new site on or about June 3.

• **Herbert Levine, Inc.**, has expanded its shoe manufacturing facilities at 31 West 31st St. by adding another floor. It is reported the new space will give the company a capacity of 2,750 pairs a week.

• Three new needle models—said to be especially suitable for sewing synthetics, elastic and rubberized materials—have been developed at the German factory of **Schmetz Needle Corp.**, 366 Madison Ave., New York City. The needles, SES, SUK and SKU, may be obtained with regular or chrome finishes.

• **The International Shoe Mch. Corp.** has left 100 Gold St., New York City, and is now located at 99-101 Beekman St.

• **Mr. Bernard Michelin** is the president of **Overseas Commerce Corporation**, 5 East 37th St., New York City, and not Mr. Bernard Goldsmith as erroneously reported in our issue of May 3.

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• **The United States Rubber Co.** has announced the introduction of a new shoe to its Keds line. The new style, called Nassau Oxford Keds, is of buck white oxford cloth and has coral-red cork-crepe soles. Immediate delivery at a suggested retail price of \$3.95 in women's sizes and \$3.95 in men's sizes is available.

• It is reported that **Selmar Shoe Co.**, footwear manufacturers, 1533 Townsend Ave., New York City, has been released as assignee and it is understood that creditors received nothing on their claims.

• A new reference sheet on fatty acids and their derivatives has been announced by the technical products division, **E. F. Drew & Co., Inc.**, New York City. The chart includes the composition and important physical properties of the 46 most widely used processing oils and fats. The chart also provides the empirical formulae, molecular weights and acid numbers of 23 fatty acids in common use and is available by writing to the company at 15 East 26th St., New York 10, N. Y.

## Canada

• The West German Government is reported to be going all out to get into the local market and is expected to be one of the largest exhibitors at the forthcoming International Trade Fair sponsored by the Canadian Government in Toronto, June 2-13, with leather and its products to be one of the major German showings.

• **Azur Shoe Co., Ltd.**, has been reported as making an assignment in bankruptcy. The firm is located in St. Esprit, Quebec. American Hide & Fur Co., Winnipeg, Manitoba, is reported to have made a similar assignment.

• Canadian Government has lifted consumer credit restrictions imposed since Nov., 1950, with the leather and shoe industry expected to gain beneficially in the coming months from this move.

• Modernization of the London, Ontario, tanneries of **John A. Lang & Sons, Ltd.**, has been completed and the shoe plant has been reorganized in the same city. The inventory reserve of \$350,000 is continued by the

company against further possible inventory losses. Kitchener offices of the company have declared a dividend of 25c on common stock payable to shareholders of record June 10.

• **Adair Shoes**, Grimsby, Ont., has made an assignment in bankruptcy, according to notice filed in Ottawa.

• **Bonner Leather (1952) Ltd.**, has been incorporated by federal letters patent issued in Ottawa. Headquarters will be located in Montreal.

• Business of **Davis Leather Co.**, Toronto, in the first quarter 1952 continued at subnormal level and a moderate operating loss was experienced apart from inventory adjustments, according to J. A. Gardiner, chairman and president. Improvements in production methods, plant equipment and layouts are well in hand and should start to have some effect on production costs shortly, he added.

• **Agnew-Surpass Shoe Stores, Ltd.**, Canadian shoe manufacturer and operating chain shoe stores, has announced opening of its 100th shoe store, marking the occasion as a milestone in the coast-to-coast organization.

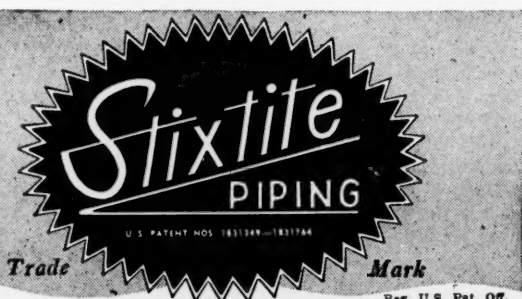
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## FOREIGN NEWS

### Mexican Shoe Output

The 19 major Mexican shoe manufacturers in the period between Jan. and Oct., 1951, produced 1,161,837 pairs of shoes valued at \$6,948,100, according to the Bureau of Statistics. The shoe firms employed an average of 3,000 workers with combined salaries totaling over \$1,157,400.

A breakdown of shoe production in the period showed 514,410 pairs of men's shoes, 455,776 pairs of children's, and 191,701 pairs of women's leather shoes.

### South Africa

Prospects for the South African leather and shoe industry are reported as improved although the supply situation is still tight. Because deliveries of hides have remained slow, tanneries are still operating well below capacity despite the availability of many hides on the market.

Shoe manufacturers, on the other hand, report a more normal pace of orders. Most manufacturers had radically curtailed their production schedules by the end of last year and have only recently stepped up operations.

### India Improved

India's 26 largest tanneries can now produce at capacity some 3,184,200 vegetable tanned hides and 1,976,400 chrome tanned hides, a considerable improvement over 1949 production of 1,835,000 vegetable and 580,000 chrome tanned hides. In addition, there are some 500 smaller tanneries with combined annual capacity of 10 million tanned East India kips and 19 million East India tanned skins.

Footwear production in nine large factories was estimated at 4,721,000 pairs against 13 million Western-type pairs leather shoes and 70 million pairs India type produced by smaller factories over the country. India's raw material requirements are estimated at 20 raw hides and 25 million raw skins.

May 17, 1952

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## CONVENTION SIDELIGHTS

To S. H. Foot, among Council members, goes the palm for traveling farthest to attend the Spring Meeting at Bermuda. He and Mrs. Foot left their four small children way back in Red Wing, Minnesota. This meant a round trip of over four thousand miles in the interest of industry progress.

As usual, the tanners conducted themselves admirably on Convention. Management of the Castle Harbour Hotel commented on the decorous manner in which all proceedings, of individuals and gatherings, were carried on.

Even in the Kiddie-Kar race aboard ship (see picture elsewhere in this issue) Julian Hutton succeeded in maintaining his usual dignity. There is little doubt but that in his youth he was terrific on this type of vehicle.

To Mrs. Richard Cox went the sympathy of all who attended the Convention. Getting out of a taxi upon her arrival at the Castle Harbour, she suffered a bad sacroiliac displacement which kept her in bed for several days.

In presenting golf prizes of money clips in the form of a silver dollar with sterling clip to British tanners Dr. E. C. Snow, E. L. Walker and E. T. Boston, Council President Lawrence Jones said that he feared the Dollar and Sterling would never be closer. Prizes were awarded for the most persevering game, the most carefree game and the most dignified game. Nothing was said about scores.

In off the record conversations, most tanners were highly optimistic about business prospects for the balance of 1952. Most believed that the worst that could happen to the industry had already happened and that normal shoe consumption could be depended upon to absorb enough leather to assure satisfactory production.

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Compounders and  
Sulphonators of Oil for Tanners  
and Leather Finish Manufacturers

**WHITEMORE - WRIGHT CO., INC.**





## OPTIMISM RULES

(Continued from Page 12)

He looks for a whopping 50% population increase for America before this century has passed, pointing to medical and technological advances that reduce mortality and prolong the span of life. He looks for greater productivity per worker and vast new industries that will grow out of the technological revolution which many believe has reached a peak but which he believes has only just begun.

He rounded out his address with the thought that "The need of the time is for the development and adoption of a new blueprint for depression-proof prosperity. . . . I sense that we are reaching for a new set of economic values today—under the pressure of events which demonstrate all too clearly that the ideals of communism are but a cloak for aggression, that socialism is but a method of distributing austerity, that big Government invites political abuse, that Government planning has not saved us from inflation, that the world cannot be prosperous if each individual nation erects around itself an iron curtain to prevent the free movement of people, capital or goods, and that personal savings rather than Government expenditures represent the only non-inflationary source of funds for expansion.

"I am optimistic enough to believe that this is likely to be a time when we will profit from the mistakes of the past and chart out for ourselves a set of economic policies, plans and programs which will enable us to prevent the next depression from being more than a temporary interruption in a long period of progress and prosperity."

### International Cooperation

British territory as the site of the meeting called for the presence of some representatives of the British tanning industry and they were there in the persons of Dr. E. C. Snow, Managing Director of the British Tanners' Federation, and tanners E. L. Walker and E. T. Boston.

Dr. Snow looked at America's growing cattle population and less pressing need for outside supplies as assurance of fairly stabilized lower priced raw stock throughout the world. By implication it would appear that the United States tanner has been responsible for the raw stock inflation of the past few years.

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- Can be used as a mordant with excellent results on calf, side and glove leather.
- A perfect pre-tannage for shearlings.
- Produces a clean, white leather when used in conjunction with chrome in the tannage and as a bleach on top.

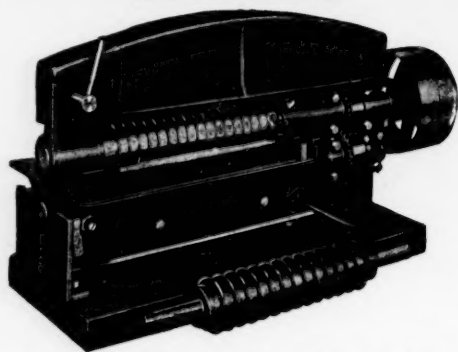
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### PIGMENT FINISHES

Uniform quality binder, filler and carrying agent. Builds up body. Improves covering power and spread. Nourishes fiber and eliminates harsh feel. No manipulation necessary.

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Imparts permanent flexibility. Does not "pipe" or crack. Covers cuts and imperfections.

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He pointed out that 26 years ago he had recognized that there was a danger point in hide and skin prices but that his views received little attention at the time. He paid tribute to the farsightedness of the United States in avoiding foreign trade restrictions and bemoaned the fact that Britain and other countries had, usually to their sorrow, gone in for that sort of thing.

Unrestricted international trade, he argued, would mean a common price level for raw stock, and this, he believes, is good.

Speaking briefly on public relations, Dr. Snow told of low cost British promotional efforts now under way and receiving widespread industry support. He ended with an invitation to American tanners to attend the September meeting of the International Council of Tanners that they might aid in efforts for the freeing of markets and elimination of artificial trade restrictions.

### A Premium on Stability

Few if any in the industry have as sound a grasp of tanners' problems as Irving Glass. In his capacity as Executive Vice-President of the Council, Glass talks intimately with trade leaders, studies their problems and builds from the diversified experiences of the many the common objective of all. Market stability, the avoidance of speculation, and operational profits have become his theme song and a theme song more widely accepted among tanners in recent years. Glass developed the theme in his talk at Bermuda.

There was a general nod of approval when he said "... there is probably no issue of greater significance in most tanners' minds than the question of raw material costs." Recalling the recent years of "... unprecedented gyrations in hide and skin prices," he argued against such instability and went on to say:

"The universal effort to seek stability in an unstable world expresses itself in many ways. Not the least of those, and perhaps the most important to us, is the allergy toward instability in the minds of buyers and manufacturers who, by the very nature of their businesses, must look and plan for months to come." With grave emphasis he added that "... manufacturers and retailers gravitate towards products with stable costs."

There was a sigh for the good old days when Glass recalled the old industry saying: "Just give us one good

year in three and we'll be satisfied."

Stating flatly that this is another era and those days are irrevocably gone, he said: "To a greater and greater extent a business enterprise will have to stand and fall on its ability to earn an operating profit based upon replacement and within a broadly stable area of raw material costs. . . . Successful operation now means an operating margin, an actual manufacturing profit in every year out of three."

As directly as a formal address would allow, but with considerably more politeness than private statements heard at the convention, Glass hit out at speculation when he said:

"There are elements in allied or related industries who have not yet appreciated the significance of the great change between tolerable instability of the past and the intolerance of fluctuations today. Dealers and other raw material sellers, for example, may still feel that action is of the essence, that a market within narrow limits is too confining and profitless. Hides and skins have to be tanned; they cannot be absorbed by speculation or commodity exchange fluctuations."

### Council's Back Up

Stating that tanners "... do not intend to stand by and permit continuation of false advertising," James S. Hays, legal voice of the Council, called attention to the steady stream of palpably dishonest advertising indulged in by some of the country's leading merchants and manufacturers of leather substitutes. He warned possible offenders that "... whenever and wherever false advertising appears and whenever and wherever the manufacturer refuses to desist, we intend ... to institute the necessary injunctive actions to prevent stigma being placed upon leather."

Edward L. Drew, Council Economist, stood by his prediction of several months ago when he stated that 1952 would find raw materials adequate and in close balance with demand, that shoe production and consumption would hit a normal 480 million pairs, and that the inventory position of the tanning industry generally, as well as in specific divisions, now lends itself to sound selling and merchandising.

— END —

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Mol. Wt. .... 78.1  
M.P. .... 100°C

Light buff colored solid in flake form. Rapidly soluble in water; slightly soluble in alcohol; insoluble in ether. Also available in solid form.

#### ANALYSIS

Na <sub>2</sub> S	60 to 62%
NaCl	1.5% Max.
Other Na Salts	2.0% Max.
Fe	8 ppm Max.
Cu, Ni, Cr, Mn, Pb	1 ppm Max.
Water of crystallization	35% Min.

#### SHIPPING CONTAINERS

Steel drums .... 90 and 350 lbs. net

### SODIUM SULFHYDRATE—NaSH (sodium hydrosulfide)

Mol. Wt. .... 56.1  
M.P. .... 55°C

Light lemon colored solid in flake form. Completely and rapidly soluble in water, alcohol and ether.

#### ANALYSIS

NaSH	70 to 72%
Na <sub>2</sub> S	2.5% Max.
NaCl	0.8% Max.
Na <sub>2</sub> SO <sub>4</sub> and NaHCO <sub>3</sub>	0.4% Max.
Fe	5 ppm Max.
Cu, Ni, Cr, Mn, Pb	1 ppm Max.
Water of crystallization	28 to 26%

#### SHIPPING CONTAINERS

Lacquer-lined steel drums .... 90 and 350 lbs. net

Hooker is known as a dependable supplier of Caustic Soda, Sodium Sulfide and Sodium Sulfhydrate for tanners. For a detailed discussion of the use of these Hooker Chemicals in the leather industry, write on your company letterhead for Hooker Bulletins Nos. 500, "Hooker Sodium Sulfhydrate" and 503, "Studies in Unhairing" by E. R. Theis and M. O. Ricker.

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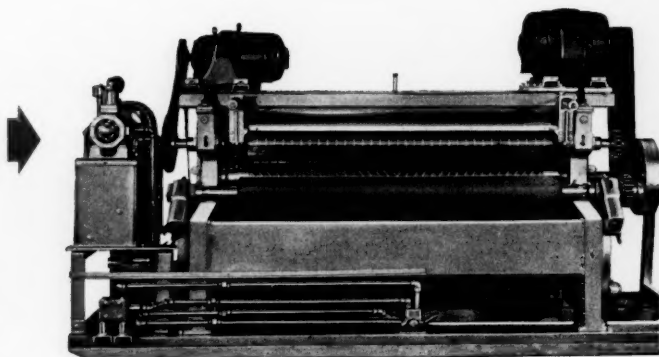
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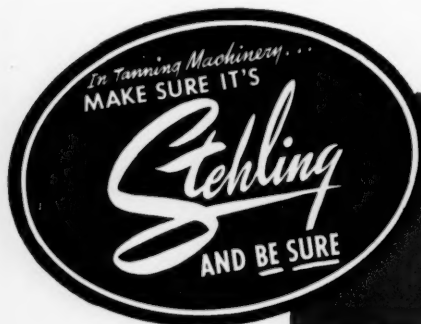
**B**ECAUSE the Stehling Hydraulic Fleshing Machine opens and closes hydraulically, the clutch and many working parts have been eliminated to provide smoother, faster operation, greater and more satisfactory production.

No adjustments are required on the hydraulic combination and when in open position 7½ inches are available to throw in leather. Just think what that means in increased volume and efficiency!

Used for fleshing calf skins, sides and upper leather; heavy sides, used for harness, sole or belting; bellies; shoulders; horse fronts, etc. The Stehling Hydraulic Fleshing Machine is *your* kind of fleshing machine. Its develop-

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**CHAS. H. STEHLING CO.**

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## PRESIDENT'S REPORT

(Continued from Page 14)

on the other hand, I use research as a very general synonym for the application of the scientific method to provide us with both new and improved products, to increase productivity, and to reduce costs; all of which competition makes imperative.

As a member of the Council's Board of Directors, I have listened on a number of occasions to acute and intelligent discussion on the place of public relations, promotion and advertising in the tanning industry. In the pros and cons of opinion it became clear that the industry did recognize the unique character of our economic setup, the limitations of raw material supply and the non-responsiveness of that supply to price. For a number of years there was a virtual stalemate in the effort to resolve the problem by defining a course of action. It is hard to say in retrospect whether that stalemate existed longer than it should have or whether it was, indeed, a sound reflection of economic fact to which there could be no other answer.

### Mind Made Up

By October of last year, the industry decision was made; it required no more than clear and intelligent presentation of the problem to evoke an overwhelmingly decisive response. When the proposal to launch an industry-wide public relations and promotional campaign was presented to the various groups, there could be no question that this industry had at long last made up its mind.

I believe that the decision taken by the industry was sound. No matter how clear and convincing is the logic of raw material supplies and the direct logical consequence in the effects of price upon consumption, that logic is no longer a complete statement of facts. Competition in the modern industrial arena unfortunately has outmoded Mr. Emerson's dictum.

It is not enough that a product be good and have the genuine merit which warrants acceptance; it must also tell a story to the public and to the trade in order to be sure that untruths and half-truths espoused by others are not given complete and unchecked freedom to influence consumer thinking.

When at the end of October 1951, the industry had approved a plan in principle, the job of securing practical confirmation and support was



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undertaken. At the beginning of March this year, Leather Industries of America came into being. I should like to tell you very briefly the background facts in the organization of Leather Industries of America, the problems that had to be met and the broad scope of the work which it is proposed to undertake.

In the first instance, something more than three months was required to secure the assents and the participation of a sufficient proportion of the tanning industry. Although many members felt that the proposed scale of financial support was small and even inadequate, it was substantial enough in these times to stimulate many questions. A surprisingly large number of companies reaffirmed their support without regard to the percentage of participation by others.

Nevertheless, the desire held by many tanners that support be on the widest possible basis made it neces-

sary to get roughly 85 percent of the industry behind the program before it could be officially recognized as born. The organizing committee of group chairmen felt that 85 percent was a very high ratio and one which certainly justified and warranted the decision to begin.

You will want to know why this job of communicating leather to the public has been launched as a new enterprise, as Leather Industries of America. There are two reasons. The first is that the by-laws of the Tanners' Council limit membership only to companies engaged in tanning or finishing leather. The organizing committee looked ahead to the day when tanning industry assent having been received it would be right and proper to give allied and related industries the privilege of participating in and supporting the program. Since companies in such allied industries with interests paralleling the tanners could

not be members of the Council, it was felt that an organization devoted exclusively to public relations on behalf of leather would encompass such interests and give them the privilege of representation as well as financial participation.

The other reason is rather obvious. Leather Industries of America will function as a public relations organization with a single client—Leather. It is not a task which can be thrust upon the Tanners' Council beyond the initial and organizing stage. Our staff is too limited in numbers and too hard-pressed for time to double in professional brass on a job which will take the most competent professional talent we can find.

#### Board Has Authority

Under the by-laws of Leather Industries of America, the broad authority will be vested in a Board of Directors composed of one director from each division of the tanning industry and three directors to be elected for the purpose of representing participating allied trades. In order to secure efficient action and swift decision, it was decided in March that a small policy committee should supervise the work. I appointed such a committee and it presently includes Messrs. McCree, Hegeler, Mealley, Nectow, Dworetzky, Miss Polly Drew, and Irving R. Glass as chairman. This policy committee, the members of which have all had some experience and familiarity with public relations and educational work, was not to be substituted for professional execution but a supervisory body to gauge the effectiveness of activities undertaken by Leather Industries of America and to make certain that a maximum return was being received for our expenditures.

In the two months since Leather Industries of America was organized, a diversified program has already been undertaken, offices have been engaged, a staff is being built up, and a solid basis is being laid for what we hope will be solid achievement. On behalf of the policy committee whose meetings I have attended, I want to emphasize that it is not the objective of Leather Industries of America to launch any meteoric fireworks, any 24-hour sensations to fizzle out and be forgotten. It is our objective, rather, to build machinery for producing a constant, repetitive diversified stream of information to the public and trade which will compel recognition that leather deserves preference, which will fortify the traditional appeal of leather in terms of



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prestige, beauty and utility, and which will help leather be sold profitably.

No enterprise of the kind we have undertaken can ever be started by an association composed of hundreds of members without a good deal of misunderstanding, without impatience and without criticism. All of that has to be accepted as inevitable. However, it is not a situation that can be ignored. It can be overcome by the closest liaison between Leather Industries of America and its members by full and complete disclosure of the work in progress, by free suggestion and criticism from members, and above all, by understanding that we have too great a stake in the future to risk the danger of expediency or half-measures in the present.

### Only Half Way

What we have done so far as an industry goes only half way in trying to meet basic issues. You will recall my remark that the other area in which industry thinking has to be translated into action is the broad field of research and productivity. The end of the postwar boom era directly confronts us with an issue of costs. It is an issue that cannot be solved without far more intensive and expensive research in the chemistry of leather and the science of tanning.

Our efforts and our work in that direction have been exceedingly limited; I believe it is the consensus within the industry that the decision and forward step-taking in the field of public relations must now be paralleled in the area of basic and applied research. Here, too, we must and we can keep pace with the progress of modern industry and fortify our position in the market through systematic application of a definite research program.

I am not proposing action for you today on research. It is my opinion that we should follow the same approach taken in formulating and de-

ciding upon our public relations program. As a tanner I would like to see a definite and concrete proposal or proposals laid before all of us so that we shall know the problems to be undertaken, their relationship to our operations and products and the obligations to be incurred. As your President this year, I want to see that done and I trust that before our next meeting in October, we can have the some kind of preliminary group meetings that were held last September and October, to look at and discuss something specific.

I wish to conclude by stating that

I am an optimist. We have come through a tough year and many of our worse problems are now behind us. This industry has the ability, the capacity and the leadership to look ahead to a sounder future and to forge the policies which will make for profitable operation. We have an instrument in the Council for information, for unity and communication, an instrument whose loyalty and value need no praise from me. Let us use it and put our knowledge and experience to work to capitalize a real opportunity unfolding before us.

— END —



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**Pickled Sheep Skins**

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## INDUSTRY PROGRESS

(Continued from Page 16)

spected slaughter through March was 18 percent greater than in the first quarter of 1951 and the April slaughter continued at a heavy rate.

The expected increase in the cattle kill has not yet materialized but it had not been expected to show up to any extent until the second half of the year. While cattle slaughter so far this year is only just about equal to a year ago, it is still our belief that the total for the year will be greater than in 1951.

As far as calf slaughter is concerned, results to date have not yet supported our expectations that there would be some gain over 1951. The margin between 1952 and 1951 is narrowing, however, and the possibility still exists for improvement. At this time we are not prepared to make any substantial change in our 1952 estimate for calf slaughter—it is still too early to tell whether the 1952 crop is high or low, or how much of it will end up as veal.

Hide and skin supplies outside the United States are still believed to be quite ample—and demand by foreign countries for hides still seems to be limited by adequate stocks of hides, skins, leather, and shoes on the one hand, and a lack of purchasing power on the other.

### Imports Adequate

Early this year, when measuring the outlook for 1952 supply and demand, it was suggested that net import needs for hides and calfskins would probably be at minimum levels. We have, however, actually been importing to an extent that easily offsets any lack of increase in domestic slaughter so far this year.

In between the two major factors of demand for shoes and other leather products and supplies of hides and skins lies the area of tanners' operations.

It is unnecessary, perhaps, to tell you what you have been doing so far this year. Your own operations and the industry reports have been telling this story each week and each month. Briefly described, the picture has, by and large, been one of sanity. Tanners have been operating in terms of the realities, in terms not of hopes but in terms of actual demand for leather at the consumer end of the chain. Raw stock buying, wettings, and production have been held close to the levels dictated by customers' requirements. Tanners' inventories

as a result have been kept at efficient levels.

I think it is important here to say that forecasts of the economic near term future of the country are more and more stressing the needs for general readjustments. There is even some feeling that military expenditures will not be able to support us in the style to which we have been accustomed. All this may be true, my own crystal ball has been too cloudy to see clearly what the future portends. It doesn't need a crystal ball, however, to see the past. This industry has had its readjustment. We went through it throughout most of last year and are only now getting back to some degree of normalcy.

#### What Picture Is

And this brings me to the conclusion of this talk, a summary picture of what all these words should mean.

(1) The shoe and leather industries have gone through a period of readjustment that has wiped out the excesses of the post-Korean period.

(2) Throughout the period of excesses, consumer demand remained on a fairly even keel and should continue to do so in 1952. The evidence of shoe sales and shoe production so far this year supports this view.

(3) Demand for leather, therefore, should be normal in terms of the present demand outlook since manufacturers and retailers apparently have no excesses of either shoes or leather upon which to draw.

(4) Domestic and foreign hide and skin supplies will be perfectly adequate in 1952 to meet this expected demand.

(5) And finally—let me paraphrase one paragraph from the summary of the work sheets used at our economic conferences. It can be used today with just as much validity as it was then. Here it is:

#### Sound Selling

"In summarizing the statistical picture today, the following facts are outstanding: First, potential supply would seem to be capable of accommodating the weight of probable demand. Second, tanners and their customers have experienced an adjustment carrying with it a degree of liquidation that should eliminate inventory problems and pressures in merchandising. Third, the inventory position of the tanning industry, generally, as well as in specific divisions, now lends itself to sound selling and merchandising."



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# BACK TO HARD-EARNED BUSINESS

*Business will now stand or fall on its ability to earn a profit*

By Irving R. Glass

Executive Vice-President  
Tanners' Council of America

**T**HERE are times in the life of every industry when the thinking of management is stimulated by fundamental forces, and new conceptions, new points of view begin to emerge. That is happening in the tanning industry today and there is probably no issue of greater significance in most tanners' minds than the question of stability in raw material costs.

The past year was the climax to six years of unprecedented gyrations in hide and skin prices. We have seen price volatility for many, many years. Never before, however, have we had

the frequency and the extreme range of movements in quotations which were visited upon us during the post-war period.

Many tanners are beginning to ask whether instability in raw material has to be accepted as unavoidable. That question is being asked because it is becoming increasingly apparent that wide fluctuations in raw material cannot be reconciled with certain inherent characteristics of mass production and mass distribution of shoes and leather goods.

Whether we like it or not, the fact is that all the way from the consumer

back a premium is put upon stability of costs and prices. Risk is anathema to everyone, not alone in terms of cost fluctuations, but the additional risk of producing and merchandising a given line of goods. Now, it is easy to answer such a statement by the assertion that a manufacturer or retailer could achieve stability for a season's run merely by covering adequately. That answer is unrealistic because it does not take account of actual conditions in the marketplace, of limitations in working capital, to say nothing of the incessant problems that would arise on

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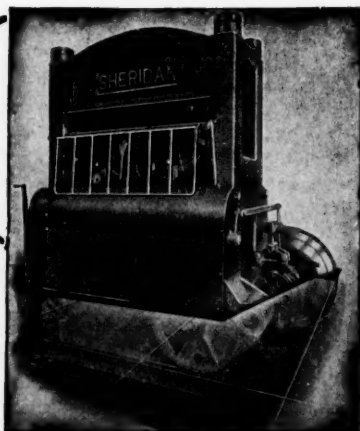
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the validity of orders and cancellations.

The universal effort to seek stability in an unstable world expresses itself in many ways. Not the least of those, and perhaps the most important to us is the allergy toward instability in the minds of buyers and manufacturers who, by the very nature of their businesses, must look and plan ahead for months to come.

The condition, the state of mind I describe, has been in the making for a great many years. Only now is it coming into full bloom, and though their reasoning may not be consciously depressed, manufacturers and retailers gravitate towards the products with stable costs.

You know better than I the causes and the sequence of events which create and are associated with instability in our raw material markets. Take the typical situation such as a week in which the first harbingers of better seasonal business became apparent. Almost insensibly a desire for a little extra coverage creeps upon everyone, and before anyone knows how it has happened, demand is being pyramided. We build a bonfire on which we pour the fuel of business borrowed from the future, the fuel of illusory expectations, blanket

orders, options and speculation. We all know that sales of leather do not make consumption. We know that the level of retail demand and actual consumption over the course of several months or a year remains pretty stable.

Conversely, when the heat of pyramiding demand subsides, when the full meal has to be digested, and you know all of the other figures of speech that have been used to describe the changes in markets and sentiment, then a slide takes place. We find that instability is a wedding of alternate weakness and strength.

I do not believe that we need regard violent instability as inevitable in the nature of our markets. All too often it is of our making; it follows from disinclination to accept the facts and a desire to compromise, somehow or other, between logic and sentiment. When the risks and dangers were minor, when virtually all business regarded instability tolerantly, there might have been little merit or substance to a warning. That is no longer the case. The dangers and the consequences of instability are a matter of direct and immediate concern to every business because we are now faced with conditions under which retribution is bound to be

swift and sure.

Under a free enterprise and competitive system we must assume that this problem of instability has to be solved by the individual business, that it is not a subject in any way for concerted or uniform action. It is exactly from the point of view of the individual business that I point out the extraordinary danger of instability, the threat that it holds for everyone.

There are two reasons, both of them clearly apparent and familiar to tanners. The first is the threat of substitution due to cost differentials between leather and imitations. The second is the allergy I mentioned by manufacturers and distributors, an allergy against products which make it difficult to set up continuous production and merchandising programs. Both add up to a ceiling over hides and skins, a ceiling far more potent than any O. P. S. regulation.

Years ago, in an era when all business was tinged with a speculative flavor, the tanning industry could afford to be complacent about relatively big swings in costs. Many tanners even felt that such swings were the source of capital appreciation. Astuteness in buying low and

(Concluded on Page 70)

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**REGISTRANTS** (Concluded from Page 32)

Richards, R. H., International Shoe Co., St. Louis, Mo.  
 Risteen, Donald E., Donnell & Mudge, Inc., Salem, Mass.  
 Roberts, B. W., Barkey Importing Co., New York City,  
 N. Y.  
 Rosenburg, Lester E., Agoos Leather Companies, Inc.,  
 Boston, Mass.  
 Roversi, L. J., Sr. & Jr., Tupman Thurlow Co., Inc., New  
 York  
 Rueping, F. E., Fred Rueping Leather Co., Fond du Lac,  
 Wisconsin

**S**

Sawtell, E. C., Wallerstein Co., Inc., New York  
 Schaden, Leonard, Eagle-Ottawa Leather Co., Grand  
 Haven, Michigan  
 Shingle, L. H., Shingle Leather Co.  
 Shotwell, E. Carle, Helburn Thompson Co., Salem, Mass.  
 Simons, Laird H., Jr., Fred G. Ewald, Wm. Amer Co.,  
 Philadelphia, Pa.  
 Slattery, Robert B., Slattery Bros., Inc., Boston, Mass.  
 Smith, Charles E., Roser Tanning Co., Ashtabula, O.  
 Stauffer, D. S., O.P.S., Washington, D. C.  
 Stout, Frederick S., J. R. Evans & Co., St. Louis, Mo.  
 Strauss, Al., Strauss Tanning Co., Peabody, Mass.  
 Swedenborg, Loren A., Roser Tanning Co., Ashtabula, O.

**T**

Terhune, Everit B., Jr., Boot and Shoe Recorder, New  
 York, N. Y.  
 Thiele, H. M., Thiele Tanning Co., Milwaukee, Wis.  
 Trask, Arthur C., Arthur C. Trask Co., Chicago, Ill.

**W**

Webster, Geo. A., A. L. Webster & Co., Chicago 3, Ill.  
 Weil, Charles A., Edmund Weil, Inc., New York, N. Y.  
 Will, Harold, Hartnett Tanning Co., Ayer, Mass.

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## GOLF TOURNAMENT RESULTS

Howard W. Neale, Jr., Garden State Tanning Co., was the winner of the President's Trophy at the Tanners' Council of America Spring Meeting Golf Tournament, Castle Harbour Hotel, Tuckerstown, Bermuda. Neale posted the low net score for two days. Runner-up was Richard P. Cox, B. E. Cox Leather Co.

Earl L. Pierce, A. F. Gallun & Sons, had low gross for 36 holes with G. C. Krause, Wolverine Shoe & Tanning Corp., in the runner-up position.

Low net on the first day of play was taken by Martin Greenbaum, Middelburg Tanning Corp. Norman C. Galbraith, N. C. Galbraith & Co., had low gross for the same day.

D. W. Bay, Blanchard Bro. & Lane, scored low net on Tuesday, with low gross going to A. E. Gebhardt, A. L. Gebhardt Co.

In the women's events, Mrs. J. C. Kaltenbacher won the low net for 36 holes. Mrs. Richard Kaltenbacher was runner-up.

H. W. Neale, Sr., Garden State Tanning Co., was the trophy winner in the Special Event for Seniors, with Harold Connett, Surpass Leather Co., the runner-up.

In the Special Event Division, E. B. Terhune, Jr., Boot & Shoe Recorder, and W. T. Newman, Eagle-Ottawa Lea. Co., had the largest number of 7's on Monday and Tuesday respectively.

Richard Kaltenbacher, Seton Lea. Co., won the event for the shot nearest the number three hole; A. K. Krause, Wolverine Shoe & Tan. Corp., had the high net score for 36 holes and J. C. Kaltenbacher the high gross.

Special gifts were awarded Dr. E. C. Snow, E. M. Walker and E. L. Boston, the three British tanners who competed in the tournament.

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## HARD-EARNED BUSINESS

(Concluded from Page 67)

selling high, in utilizing the play of the market, was one of the attributes of success. Those days are irrevocably gone. To a greater and greater extent a business enterprise will have to stand and fall on its ability to earn an operating profit based upon replacement and within a broadly stable area of raw material costs. The day when management might be able to say that only one good year in three is all we need is gone into limbo. Successful operation now means an operating margin, an actual manufacturing profit in every year out of three.

There are elements in allied or related industries who have not yet appreciated the significance of the great change between tolerable instability of the past and the intolerance of fluctuations today. Dealers and other raw material sellers, for example, may still feel that action is of the essence, that a market within narrow limits is too confining and profitless. Hides and skins have to be tanned; they cannot be absorbed by speculation or commodity exchange fluctuations.

### Time to Weigh Facts

It is for every tanner individually to weigh the facts and to set a course that will not be misled by unjustified gyrations. When a level of costs has been achieved which can hold and stimulate consumption, it would be heading toward successful suicide to rake up the embers. Such a blaze will be brief, it will be destructive. Not only is the background in our industry changed but the entire world picture in hides, skins and leather is immeasurably different than it has been for the last few years. You will recall the stress we have given to that change in the world situation, a change directly due to full pipelines in Europe where the pipelines were empty at the end of the war.

There is one last implication about the conditions we have seen and are

seeing today. Sounder merchandising prospects for leather do not have to mean uneconomic raw material price levels.

This is a crucial year; it is an opportunity to lay a base for a sound leather business in years to come. Let us keep that base solid by remembering always the reckoning which instability will bring and refusing as individual companies to take or follow risks for which there is no justification in common sense and in economic fact.

— END —

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MATAWAN, N. J.



Miss Helen Moulton, R.N., industrial nurse of Portsmouth, Ohio, has worn this shoe for over a year. The shoe shows hard wear but note the linings—still tight, still smooth as this unretouched photo shows. Miss Moulton states: "These shoes and others I've had like them don't develop wrinkled or loose toe linings. In my work it just wouldn't do."



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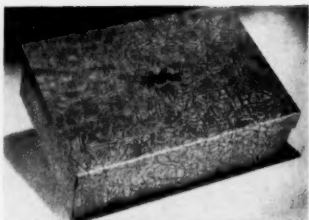
With Celastick Box Toes there's a permanent bond of doubler and lining to form a light but durable toe structure. The character in the toe of a last is reproduced accurately. Few items add so much to a shoe's value—help so much in establishing an ever increasing list of satisfied customers. In shoes with Celastick, the toe linings stay wrinkle-free and sag-free—assure toe comfort *without* question.

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Prize winners in the 1952 Set-Up Paper Box Competition by members of the National Paper Box Manufacturers Association are these boxes made for several prominent shoe manufacturers.

Upper left is Ladies' Fashion Shoe box made for Palizzio, Inc. of New York City by Frank C. Meyer Co., Inc., of Brooklyn. Box, which took second award for best artistic design was dark green with chalk white silhouette and white lettering. Upper right, second award in footwear, box by Paris Paper Box Co., Boston, for Sherman Footwear Co., Marlboro. White sole imprint on bright red box. Identifi-

cation in black rope lettering on lid and sides.

Lower left, honorable mention in footwear, also by Frank C. Meyer Co., Inc., for Lester Pincus. Cover shows type of footwear and season for which it is worn. Lower center, first award in footwear, made by Newark Paper Box Co., Newark, for Johnston & Murphy. Deluxe shoe box as permanent closet accessory. Simulated leather covering has strong sales appeal. Accommodates shoes, shoe bags and trees. Lower right, honorable mention in footwear, by Frank C. Meyer for Capezio, ladies' off-stage shoes, Vari-colored shoes in pleasing pattern down lid typify footwear which firm designs.

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IMPERIAL BRANDS**  
AUSTRALIA

## IT'S TIME TO FIGHT

(Continued from Page 20)

Finally—everything that goes to make up leather's birthright, everything it is or ever has been is claimed for another product, and more besides.

To indicate finally the extent to which misrepresentation goes, I have before me an advertisement. In large letters, it says on one corner "Leopard"; on the other side "Cowhide—Reversible Auto Seat Covers—Leopard Skin on One Side, Cowhide on the Other"—all for \$2.93. That in and of itself is quite a trick. Perhaps when I tell you that I have the entire seat cover in my trouser pocket and it doesn't even show a bulge in my suit, you will think that I am a magician. Just think of it, leopard skin on one side, cowhide on the other, a reversible auto seat cover, and I have it in my pocket.

Gentlemen, here it is, plastic. It even lacks leather's fine aroma. I will probably have to have my suit fumigated, but what smells even worse is the outrageous perversion of fact and misrepresentation that permits this manufacturer to claim that he is selling something that is cowhide and leopard skin. In small letters, he is kind enough to say, "Made of heavy gauge plastic for long wear." Since when is leopard skin and cowhide made of plastic?

### What Is Reason?

What is the reason for these misrepresentations? Why? Why is leather being so outrageously slandered and why are other products attempting to steal its birthright? The reasons are obvious. Leather is a product, time-tested and tried through the centuries. It is the accepted product all over the world. An attempt is being made to steal your markets, to rob you of your birthright and to literally steal the word "Leather."

Mark you, if ever the word "leather" attains a secondary meaning, which fortunately has not yet come to pass, then leather no longer means in law what you tanners and the public believe it to mean. What is leather? It sounds sort of silly to have to ask that question today. We understand leather to be a product tanned from hides or skins. It is a generic term. It covers a multitude of products of various characteristics both physical and chemical. Its source comes from the skin or hide of an animal.

Unless we rise now to defend leather, there may be nothing left to the name. The word "leather" is the

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"El Acabado blanco Stahl es el mas Blanco de los Blancos"

collective asset of a great industry. Leather is the name of a trade. If anyone attempted to use the name of a single tanner—or his trademark—that tanner would at once rise to the attack. Now an entire industry has the same problem. Over the past year, we have been working with the officers of the Tanners' Council to evolve a program based upon which we are able to assume the offensive for the protection of your product.

Names have enormous value for selling purposes. Let someone dare imitate or attempt to steal the name "Kodak" or "Pepsi Cola" or "DuPont" or "Nylon" or "Orlon." See how quickly these companies will rise to protect their own. Certainly, we believe in free enterprise, but free enterprise does not mean that a thief has the right to enter my home and steal my product.

### Will Pay Off

The protection of an industry requires an integrated program, just as does the tanning of leather. A fine piece of leather cannot be created overnight. It requires minute attention to detail all the way from the breeding of the animal, the cutting off of the hide, its preservation, its length of time and preparation in the soak and so on, all the way up the line. Similarly, the task upon which we are embarking requires minute and careful attention to detail. It takes time, effort and capital to build a tannery. Similarly, it takes time, effort and capital to complete our program. Fortunately, your Board has made available the necessary resources for a comprehensive program. My talk is intended to be the kick-off of a program and here it is.

First, the gathering of the facts. This has been done quietly over the last year. Advertisements, false in their nature, vilifying in their intent, have been assembled from all over the country.

Second, analysis of the facts. This we are dividing into two parts. (A) *Analysis in laboratory.* Here, we are utilizing the splendid laboratories of the Tanners' Council to destroy the false claims made by purveyors of substitutes. (B) *Legal analysis.* Our law office is analyzing and is preparing to move, based upon our study of the legal implications of false advertising.

Third, action. Through the Tanners' Council of America and its counsel, we intend to do the following:

(A) We shall go before the Federal Trade Commission with a series of false advertisements. Fortunately,



the advertising is so false that the Federal Trade Commission will, in our judgment, put an end to the more abortive claims.

(B) Warnings. We intend as counsel to the Tanners' Council of America to make known the position of the industry to each offending advertiser.

(C) Litigation. We do not seek litigation. However we do not intend to stand by and permit continuation of false advertising. Hence, whenever and wherever false advertising appears and whenever and wherever the manufacturer refuses to desist, we intend, to the limit of our resources, to institute the necessary injunctive actions to prevent stigma being placed upon leather.

(D) We intend to gather our friends around us. There are other important business and agricultural interests who, as we, have much at stake.

#### Integrated Program

That, in its broad outline, is our program. We do not represent that this program will make itself felt in its effectiveness immediately. Far from it. It will, however, pay off in your sales rooms after manufacturers have been made aware of the fact that there are strong protective forces at work to prevent slander of leather and an attempt to steal its birthright. There will be no more cowhides advertised "Made of Plastic"; no more leopards made of plastic.

The final step in our program is something that is outside of my function as counsel and I allude to it only so that you may understand that your program is complete. There must be affirmative advertising of the value of leather. The public will have to be re-educated to its qualities. It took an industry to advertise "Sun-kist" oranges. The meat industry is in the forefront of cooperative advertising. It is intended that the leather industry shall make itself known to the public.

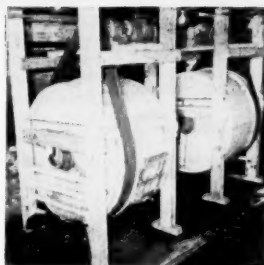
We intend advertising the merits of leather. We do not intend that our advertising shall be in derogation of the product of anyone else. We are proud of leather—proud of its history. Convinced of its ability to stand on its own feet in the market place of free and open competition. We insist that competition be honest and fair. We demand the return of truth to the market place. We can ask no more, we will accept no less.

Each of you has a place in the program. Without your help, we cannot be wholly successful. We ask that you be the eyes and ears of a pro-



## JOHNSON & CARLSON

FLAT BELT  
and  
V-BELT  
DRIVEN  
DRUMS  
LEACHES



PADDLE  
WHEELS  
TANKS  
and  
VATS

MANUFACTURERS & DESIGNERS

### TANNERY EQUIPMENT

848 EASTMAN ST.

CHICAGO 22, ILL.

**K QUINN**  
& CO. Inc.  
195 Canal St. Malden 48, Mass.  
*If its leather finish—we make it.*

# LeaTex

ACID FAT LIQUORS  
SULPHONATED OILS  
EMULSIFIED OILS  
SULPHONATED  
TALLOW  
FLEXOLE  
CHEMICAL  
SPECIALTIES

"Always Reliable"

LEATEX CHEMICAL COMPANY  
2722 N HANCOCK ST., PHILADELPHIA PA.

## MENKES FEUER INC.

DEALERS IN  
HIDES & SKINS

Specializing in  
HORSEHIDES  
DEERSKINS  
PIGSKINS

75 Cliff Street  
New York 38, N. Y.

gram. In every instance in which you find false advertising affecting leather, we urge that you communicate promptly with Tanners' Council of America, Inc., and that you forward the offending advertisement for our analysis and for action.

May I say, as I did in the beginning, the time has come to stop taking this lying down. The time has come for the leather industry to stand up and fight. We regard it as a privilege to be with you in the forefront and on the firing line.

—END—

## Deaths

### William J. Keffe

... shoe executive, died May 2 at his home in Syracuse, N. Y., following a short illness. Originally associated with the Dunn-Salmon Co. in the shoe business, he was employed for 15 years by the Schawe-Gerwin Co., Cincinnati, O., before his retirement in October, 1951. In January, Mr Keffe received a golden life membership from the Empire State Footwear Association. He is survived by his widow, Mrs. Rose G.; three daughters and three grandchildren.

### Max Cooperstein

... 36, leather executive, died April 27 in Haverhill, Mass. He was proprietor of a leather manufacturing company in that city. A native of Malden, he moved to Haverhill 10 years ago. He was a member of the Haverhill Country Club and of Ahavas Achim Synagogue. He is survived by his widow, Jeannette (Harsfield); a son, Daniel; a daughter, Linda; and two sisters.

### Herbert R. Shapiro

... 45, shoe executive, died at his home, Newton, Mass., May 7. He was president of the Rockettes Footwear Corp., Boston, and the Royce Shoe Co., Newmarket, N. H. He first entered the shoe business in a sales capacity with the former Banner Shoe Co., Boston, and in 1930 became a partner in the successor firm of the same name of Dover, N. H. Ten years later he established the Royce Shoe Co. Its branded division, Rockettes Footwear Corp., was set up in 1950. He is survived by his widow, Ruth, and a daughter, Mrs. Nancy Hurwitz, and three brothers.

- IIIIII  
• SPRUCE EXTRACT  
IIIIII  
• POWDERED SUPER SPRUCE  
IIIIII  
• LACTANX  
IIIIII

## ROBESON

PROCESS COMPANY

GENERAL OFFICES  
500 Fifth Avenue  
New York 16, N. Y.

OPERATING PLANT AT  
Erie, Pa.

this  
sword  
challenges  
CANCER



Under the sign of the cancer sword the American Cancer Society seeks to save lives by spreading vital facts to you, your neighbors, and your physicians . . . by supporting research . . . by providing improved services for cancer patients.

Only under the sign of this sword is there a three-fold, national attack on cancer. Cancer Strikes One in Five. Your Dollars Will Strike Back.

Mail Your Gift to "Cancer"  
Care of Your Local Postoffice

## AMERICAN CANCER SOCIETY

Advertise Effectively  
and Economically through  
LEATHER and SHOES

### James M. Walker

... 78, retired *shoe executive*, died May 4 at his home in Daytona Beach, Fla. He was a retired division sales manager of International Shoe Co., St. Louis, Mo. He had been with the firm for 22 years until his retirement in 1947. He is survived by his widow, Mrs. Georgia Ann Walker.

### Mrs. Matilda Hanan

... widow of Herbert Wilner Hanan, former owner of the Hanan Shoe Co., died May 7 at her home in Greenwich, Conn. She is survived by a son, Herbert; two daughters, a brother and four sisters.

### Jacob Entine

... 62, retired *leather executive*, died May 7. He had been residing in Miami, Fla., and burial was in Chicago, Ill., where he was the owner of a leather company for 25 years. Survivors include his widow, Frances, and two sisters.

### G. O. Entwistle

... *shoe foreman*, died May 11 in Brockton, Mass., after several months illness. He had been foreman of the finishing room of Walk-Over, Geo. E. Keith Co., for over 30 years. He was a most active member and official of Canton Nemasket Lodge, Massasoit Lodge, IOOF, Unity Encampment and Independent Rebekah Lodge. Survivors are his widow, Althea (Blankenship); a daughter, three grandchildren and two great-grandchildren.

### Edwin A. Smith

... 81, retired *shoe factory superintendent*, died in Lynn, Mass., May 13. He was a native of Haverhill, Mass., but lived and worked in Lynn most of his life. He is survived by two sons, Dr. Edwin A. Smith, Jr., of Lynn, and Raymond Smith, Elizabeth, N. J.; three daughters, twelve grandchildren and four great-grandchildren.

### Emanuel Hausman

... 62, *shoe manufacturer*, died in South Orange, New Jersey, May 10, following a long illness. He was president of the L. Hausman & Son Shoe Co. for the past 20 years. He was a member of the Temple Sharey Tefilo and the Mountain Ridge Country Club. Surviving are his widow, Mrs. Selma (Klauber) Hausman; a son, Stanley; a daughter; a sister; three brothers and four grandchildren.

## KAUFMANN TRADING CORP.

15 PARK ROW

NEW YORK 38, N. Y.

### Hides and Skins Import - Export

Member: Commodity Exchange Inc.  
in constant contact with all important Hide centers

#### Representing:

**KAUFMANN'S HUIDENHANDEL N.V.**  
Rotterdam (Netherlands)

**S. HUISMAN & CIA, S.A.**  
Buenos Aires (Argentina); and others

**GEORGE KAUFMANN, Pres.**

Tel. BEekman 3-5960 Cable Address: Katrades Teletype: NY 1-158

## CARL M. LOEB, RHOADES & CO.

Members of All Leading Exchanges

### HIDES AND SKINS

### TANNING MATERIALS

NEW YORK  
42 Wall St.

BOSTON  
70 South St.

BUENOS AIRES

Sociedad Anonima de Exportaciones Sud Americanas  
(S.A.D.E.S.A.)  
Cangallo 444

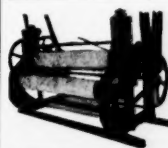
### Brazilian Leathers

Ask

Schlossinger & Cia. Ltda.

Caixa Postal 917

Sao Paulo, Brazil



WRINGER

THE only successful press that prepares Sole Leather for drum Sole Leather tanning, extracting and ciling.

Also prepares both bark and chrome tanned sides and whole hides for the skiving and splitting machine.

**Quirin Leather Press Co.**

Olean, New York

## HOWARD DIETRICH & SON, INC.

*Singer Building*  
149 BROADWAY, NEW YORK 6, N. Y.

*Tanners' Agents*  
*Specializing in Raw Hides and*  
*Skins on a World-wide Basis*

*Cable Address*  
"HOWDIET", N. Y.  
Rector 2-8172

Chicago Office  
130 North Wells St.  
Randolph 6-0891

## KEPEC CHEMICAL



## CORPORATION

Milwaukee 1, Wisconsin

FINNALINE

KEPECO • KEPOLAC

EMULLO • FRESKO • FONDO

RICCOTAN • UNI-LAK

(Reg. U. S. Pat. Office)

### All shades of LEATHER FINISHES

Our own manufacture

### Specialists in PIGMENT FINISHES

All shades and black. Best pigments used.

### GLAZED FINISHES

For High Lustre Colored Leather  
(Kid, Sheep, Calf and Side)

## JOSEPH O'BRIEN LEATHER FINISH CORP.

Office: Little Falls, N. Y.  
Plants: Little Falls, N. Y. and Danvers, Mass.

## Coming Events

May 19-20, 1952—Eighth Annual Meeting of National Hide Association, Hotel Cleveland, Cleveland, O.

June 1-4, 1952—Annual Convention of American Leather Chemists Association, Ocean House, Swampscott, Mass.

June 22-25, 1952—Mid-Atlantic Mid-Season Shoe Show, Penn-Sheraton Hotel, Philadelphia, Pa.

July 13-17, 1952—47th Annual Convention, Shoe Service Institute of America, The Sheraton Plaza Hotel (formerly The Copley Plaza Hotel), Boston, Mass.

July 27-30, 1952—Baltimore Shoe Show sponsored by the Baltimore Shoe Club, Inc., and Associated Shoe Travelers, Inc., Lord Baltimore Hotel, Baltimore, Md.

Sept. 3-5, 1952—Allied Shoe Products and Style Exhibit, Hotel Belmont-Plaza, New York.

Sept. 4-5, 1952—Showing of American Leathers for Spring and Summer, 1953. Sponsored by Tanners' Council of America, Inc. Waldorf-Astoria Hotel, New York City.

Oct. 6-8, 1952—Annual Convention of the Industrial Research Institute of Canada, Montreal, Quebec, Canada.

Oct. 23-24, 1952—Annual Fall Meeting, Tanners' Council of America, Inc. Edgewater Beach Hotel, Chicago, Ill.

Oct. 27-30, 1952—National Shoe Fair, sponsored by National Shoe Manufacturers Association and National Shoe Retailers Association. Palmer House and other hotels in Chicago.

*Lest We Forget*

WEAR A **BUDDY POPPY**



VETERANS OF FOREIGN WARS  
OF THE UNITED STATES



1. Chas. Grubstein, Amer. Lea. Mfg. Co.; Martin J. Greenebaum, Middleburg Tan. Corp.; John Schaeffer.  
 2. Philip Light, Amer. Hide & Len. Co.; Mrs. E. I. Huvos;  
 Francis Y. Rice, Amer. Hide & Len. Co.; Emery Huvos,  
 Irving Tan. Co.  
 3. Myrtis Byrnes, representing the ailing Julius Schnitzer;  
 Thos. McNamara and Mary Rau, Tanners' Council.

4. Dr. E. C. Snow, Managing Director, British Tanners' Federation, speaker.  
 5. Russell Myers, Drueding Bros. Co.; Bernard Goldsmith, Zeigel-Eisman & Co.  
 6. Fred G. Moynahan, Leather & Shoes; E. L. Boston and E. M. Walker, British Tanners' Federation.  
 7. I. M. Kaplan, I. M. Kaplan, Inc.; D. M. Fleming, Fleming-Joffe Ltd.; George Martin, Diamond Alkali Co.

## HERMAN HOLLANDER, INC.

154 Nassau Street

New York 38, N. Y.

Telephone  
WO rth 4-3240

CABLE ADDRESS: HERHOL, NEW YORK

Teletype  
N. Y. 1-1238

### FOREIGN and DOMESTIC HIDES and SKINS

Offices in Boston, Mass. & Gloversville, N. Y.

Own Affiliates in Principal Foreign Hide and Skin Centers



Not merely a name, but  
a brand of Distinctive Ex-  
cellence.

### MANUFACTURING SPECIALISTS—FATLIQUORS, SULPHONATED OILS, HARD GREASES AND SOAPS FOR TANNERS

The Services of our Research Laboratory are at your Disposal.

### WHITE & HODGES, INC.

Everett, Massachusetts

(Boston Postal District)

## WRINGER FELTS

F. C. HUYCK & SONS  
Kenwood Mills, Rensselaer, N. Y.

For long life and best all-round results  
specify KENWOOD WRINGER FELTS

for your: Stehling Continuous Feed  
Leather Wringing Machine • Stehling Combination  
Putting Out and Leather Wringer • Quirin Wringer



*Listen for  
the Danger  
Signal!*



**Every Hazardous,  
unwanted tack can be  
electronically located...**

No more overlooked tacks due to "hit or miss" hand searching! No more scratches and cuts for the operator! You can be assured that shoes will leave the factory free from misplaced side lasting staples, insole and toe lasting tacks.

**What it is.** The Tack Detector is a compactly designed, portable machine utilizing heavy duty electronic tubes and parts for long and uninterrupted service. Placed on a convenient bench, shoes may be inspected without removal from the rack by means of the probe or wand which is connected to the machine by a light and flexible cable.

**How it works.** An audible but muted buzzing signal sounds

with the **USMC**  
**TACK-DETECTOR**  
MODEL A

when wand contacts metal objects. Search is rapid as over-all contact of the insole can be made on one entry and removal.

**High production . . . Low maintenance.** Depending on factory conditions, production will vary from approximately 6000 pairs daily where the operator merely searches the shoes to approximately 2000 pairs where search and removal are performed by one operator. Maintenance costs are low.

For complete details call the nearest United Branch Office.

**UNITED SHOE MACHINERY CORPORATION**  
BOSTON, MASSACHUSETTS



## CLASSIFIED ADVERTISING

### Wanted and For Sale

#### For Sale

24" Turner Automatic Shaving Machine.  
Good running condition.  
COLONIAL TANNING COMPANY  
730 West Virginia St.,  
Milwaukee, Wis.

### Cash Buyers of All Grades of Animal Hair

Horse and Cattle Tails  
Horse and Cattle Tail Hair  
Mane Hair—Hog Hair  
KAISER-REISMANN CORP.  
230 Java St., Brooklyn 22, N. Y.  
Telephone: EVergreen 9-1032-3

#### Tannery For Sale

Fully equipped small tannery for sale. Reasonable price for quick action. Owner retiring. Address Y-5, c/o Leather and Shoes, 20 Vesey St., New York 7, N. Y.

#### Agent Wanted

WEST COAST side leather and split tannery wants active representation. Established agents only apply.

Address E-3,  
c/o Leather And Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

#### For Sale

7,500 lbs. shoe platform felt, 250 lb. bales, mill packed, in fine condition; 1/4" x 3/4" thickness; various large sizes; all straight and square cut; up to 36" x 54". Price for lot only 6¢ per lb.

CENTRAL MERCANTILE CO., 217 Milwaukee Ave., Chicago, Ill.

### REPRESENTATIVE WANTED BOSTON TERRITORY

Tanner of lining kid  
made out of  
semi-tanned skins  
seeks agent.

Address E-9,  
c/o Leather and Shoes,  
20 Vesey St.,  
New York 7, N. Y.

**SPECIAL MACHINERY FOR  
WELTING For  
RANDS Over  
HEELS 50  
Years**  
**THOMAS BOSTOCK & SONS**  
BROCKTON, MASS.

#### Rates

Space in this department for display advertisements is \$5.00 per inch for each insertion except in the "Situations Wanted" column, where space costs \$2.00 per inch for each insertion.

Undisplayed advertisements cost \$2.50 per inch for each insertion under "Help Wanted" and "Special Notices" and \$1.00 per inch for each insertion under "Situations Wanted."

Minimum space accepted: 1 inch. Copy must be in our hands not later than Tuesday morning for publication in the issue of the following Saturday. Advertisements with box numbers are strictly confidential and no information concerning them will be disclosed by the publisher.

**THE RUMPE PUBLISHING CO.**  
300 W. Adams St. Chicago 6

Sheridan Press for Sale  
Plate size 48" x 26 1/2"  
Excellent working condition

Address E-10,  
c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

#### Factory For Sale or Rent

EASTERN PENNSYLVANIA (Danville) Factory, about 26,000 sq. ft., two boilers, elevator, sprinkler system, 2 acres land, equipped for tanning. Sacrifice for quick sale. Address E-12, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

### Situations Wanted

#### Stitching Room Foreman

Available May 10 man of long experience in women's novelty factories. Knows California process problems. Capable of running smoothly operating room. Knows machines and how to keep them in order. Best of references. Prefers factory in greater Boston. Apply Box Y-4, Leather And Shoes, 10 High St., Boston, 10, Mass.

#### Shoe Buyer-Merchandiser

A woman with 24 years of wide experience in shoe business, seeks position with shoe manufacturer or large distributor as buyer and/or merchandiser, preferably in the East. Knows all aspects of shoe business—retailing, buying, merchandising, fashion coordination and sales. Has detailed knowledge of all types and grades of footwear. Personable, vigorous, with excellent record of results. Is presently employed with same firm for past 7 years, but wishes position with better opportunity. Write Leather And Shoes, Box Y-6, 10 High Street, Boston.

**LEATHER SPECIALTIES  
PROCESS DEVELOPMENT  
PURE-TAN**  
(QUEBRACHO CRYSTALS)

**GEORGE H.  
GRISWOLD**  
14 Franklin St. Salem, Mass.

#### Splitter

POSITION WANTED: Splitter with 35 years' experience on all types of leather. Will accept position teaching or consulting.

Address D-14,  
c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

### Office Manager Administrative Assistant

YOUNG MAN, 34 years old, with 10 years experience as office manager and assistant to the president of a leather organization, wishes to become associated with a progressive organization with opportunities. Excellent knowledge of costs, yields, procedure, production and labor relations. Accounting training and experience. Excellent references. Address E-8, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

### Help Wanted

#### Salesmen

WE OFFER an excellent opportunity for wide-awake salesmen to sell adhesives and coatings.

Because of an increased demand for our products and new developments by our laboratories, we have decided to expand our sales force. Preference will be given to men who have had experience selling coatings, latex and rubber cements.

Write full details to Adhesive Products Corporation, 1600 Boone Ave., New York 60, N. Y.

#### Representative Wanted

TANNER OF HAND BOARDED CALF FOR LADIES HANDBAG AND BELTS DESIRES REPRESENTATION. ALL TERRITORIES OPEN. Address E-7, c/o Leather and Shoes, 20 Vesey St., New York 7, N. Y.

#### Technician for Venezuela

WE ARE LOOKING for a competent technician of the first category, with ample knowledge in the preparation of sole leather and sides (corrected grain) to work for a determined time in a tannery in Venezuela. Good salary. Languages: Spanish, English, and German. We would be pleased to accept applications with ample references.

Address E-11,  
c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

**BUCKLES BY  
ORMOND**  
Roller—Non Roller  
Steel or Brass Base  
Gracful lines Smooth metal work  
Fine finishes Formed tongues

Gilt Bronze  
Nickel Gunmetal Colors  
Representatives in all centers

Complete **Ormond** Write for  
line MANUFACTURING COMPANY Samples

3325 Hudson Ave. Union City, N. J.

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## QUEBRACHO EXTRACTS

SOLID	LIQUID	POWDERED
STANDARD BRANDS	"SM"	"PUREX"
CLARIFIED — ORDINARY	"SMS"	"SMS"

PLANTS: NEWARK, N. J.—PEABODY, MASS.

### WATTLE BARK and SOLID WATTLE EXTRACT

Also other Tanning Extracts and Raw Tanning  
Materials from all parts of the world

**MYRABOLAMS**  
**DIVI DIVI**  
**TARA**

**POWDERED**  
**MANGROVE and VALONEA**  
**EXTRACT**

**MANGROVE BARK**  
**VALONEA**  
**SUMAC**

—IMPORTED BY—

THE  
**RIVER PLATE**  
IMPORT AND EXPORT CORPORATION

405 LEXINGTON AVE.

CHRYSLER BUILDING

NEW YORK 17, N. Y.



## NOTHING LIKE IMPROVEMENT!

...and the "Double Action"

**New NOPCOLENES**

*bring you improvement PLUS*

King Kai Kaoos of ancient Iran was not only heir-minded but air-minded. He prodded local engineering talent until it came up with a neat little ivory platform hauled by eagles; then Kaoos, himself, went up. Motive power was generated by the eagles' hunger. Just as long as the birds strained to grab food suspended above them, out of reach, the king hit new highs in transportation. But when the feathered flight crew got tired of doing something for nothing, the king hit hard and barren ground.

How different today, when thousands of horsepower and ingenious mechanisms are at the command of well-fed pilot and co-pilot! Here's double-action improvement on a royal scale.

Reminds us of Nopcolenes—the superb fatliquors that do such an outstanding job. Nopco's Nopcolenes started with a flight of creative imagination: we believed we might produce tanning oils that could do *double duty*—provide excellent surface lubrication *in addition* to easily-controlled, highly efficient penetration.

Our original Nopcolene® products showed conclusively that we had the right idea. But we were not satisfied. We researched further, with the result that today our *improved* Nopcolenes are truly sensational fatliquors—enabling the tanner to obtain leather with just the degree of surface feel, hand, break, and stretch desired.

Moreover, since these superlative oils are *readily soluble* and *moisture-free*, they offer definite economies in handling, freight, and storage.

Be sure to try the *improved* Nopcolenes, if you're not using them already. Unlike King Kai, you'll hit pay-dirt—in the form of better products, increased sales, the *extra* goodwill that comes only from complete customer satisfaction.

**Free!** This book gives up-to-the-minute data about Nopco's improved Nopcolenes, and formulas for various leathers. Write for your copy.



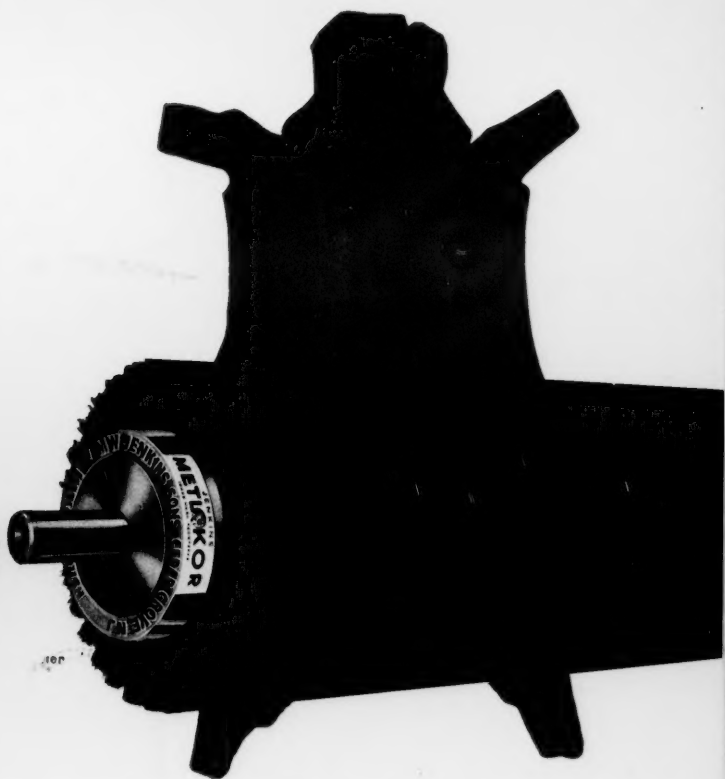
*Nopco Oils make good leather better*

**NOPCO CHEMICAL COMPANY, Harrison, N. J.**

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The even color transfer and streak-free efficiency of patented Jenkins' METLKOR — the cylinder brush that lasts *3 to 12 times longer* — cuts seasoning time to a minimum. Their tough moisture-resistant aluminum or cold drawn steel cores won't sag or split, are evenly balanced.

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